



# **KIBABII UNIVERSITY COLLEGE (KIBUCO)**

## **MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2014 /2015 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER EXAMINATIONS**

**MAIN EXAMINATION**

## **FOR THE DEGREE OF BACHELOR OF COMMERCE**

**COURSE CODE:** BCM 436

**COURSE TITLE:** APPLIED MARKETING RESEARCH

**DATE:** 22<sup>ND</sup> JANUARY 2015

**TIME:** 8.00-10.00 A.M.

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### **INSTRUCTIONS TO CANDIDATES:**

Answer Question ONE and any other Two Questions

TIME: 2 Hours

## **SECTION A COMPULSORY**

### **QUESTION ONE**

- a) Competitive marketing environment and the ever increasing costs attributed to poor decision making require that marketing research provide sound information. Critically discuss the roles of applied marketing research. (12 marks)
- b) When embarking on the product development process, there are obstacles to success. Discuss these pitfalls (10 marks)
- c) Market research goes beyond finding out what consumers are thinking today. Discuss four types of new product research (8 marks)

## **SECTION B**

**Answer any three questions. All questions carry equal marks**

### **QUESTION TWO**

Explain various strategies for the different stages of the Product Life Cycle PLC (20 marks)

### **QUESTION THREE**

- a) The outcome of market segmentation research is part of corporate culture that goes on longer than the data collection and analysis. Discuss reasons why businesses should attempt to segment their markets carefully. (12 marks)
- b) Although research is conducted to generate information, managers do not readily use the information to solve their problems. Discuss factors that influence a manager's decision to use research information. (8 marks)

### **QUESTION FOUR**

Since the environment of business does not suddenly change, last quarter's figures might just help managers know the kinds of sales they can be expecting in the coming months. Discuss Quantitative Sales Forecasting methods (20 marks)

### **QUESTION FIVE**

- a) Comprehensive models of consumer behaviour have appeared in the marketing literature for more than 30 years and a complex, multi-event behavioral process. Discuss two approaches to market segmentation research. (8 marks)
- b) Explain basically types of marketing channels/distribution (12 marks)