

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE

DEPARTMENT OF BUSINESS MANAGEMENT

SUPPLEMENTARY EXAMINATIONS – AUGUST 2011

MARKETING RESEARCH - CBU 2101

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Answer any **four** questions.

INFORMATION TO CANDIDATES

- i) All questions carry **25** marks.
- ii) Questions can be answered in any order.
- iii) Credit will be given to the use of appropriate examples.
- iv) This paper contains **Seven** questions.

QUESTION 1

An effective research is based on a sound research design. Critically analyse.

[25 Marks]

QUESTION 2

Discuss sampling and non sampling errors in research.

[25 Marks]

QUESTION 3

Explain the following:

- a) Qualitative and Quantitative Research [5 Marks]
- b) Sales research [5 Marks]
- c) Product Research [5 Marks]
- d) Probability Sampling [5 Marks]
- e) Non-Probability [5 Marks]

QUESTION 4

a) Describe the components of a research proposal. [15 Marks]

b) What is the importance of a research proposal in a research? [10 Marks]

QUESTION 5

Discuss the following qualitative research techniques using examples:

- a) Focus Groups
- b) Depth Interviews
- c) Projective Techniques [25 Marks]

QUESTION 6

a) What are the main issues to consider when designing a questionnaire. [20 Marks]

b) Why is a questionnaire important in a research survey? [5 Marks]

QUESTION 7

Discuss any two quantitative data analysis techniques.

[25 Marks]

END OF EXAMINATION