

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST SEMESTER 2025/2026 ACADEMIC YEAR

FOURTH YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF EDUCATION ARTS

BUST 411: MARKETING RESEARCH

STREAM: Y4S1 BED ARTS

TIME: 2 HRS

DAY: WEDNESDAY [8.30 A.M-10.30 A.M] DATE: 28/01/2026

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

Instruction: Answer Question ONE and any other TWO questions

Question ONE (Compulsory)

- a) You have been asked to conduct a study on consumer loyalty. Describe how you will undertake the task. **(10marks)**
- b) Distinguish between market research and marketing research in terms of scope, focus and purpose. **(10marks)**
- c) Using examples, explain the strategic application areas of both market and marketing research **(10marks)**

Question TWO

Suppose you have been appointed as a manager to oversee the marketing activities of an organization;

- a) Explain the circumstances that you may consider using outside consultants rather than in-house marketing research. **(10marks)**
- b) Evaluate the criteria that you will use in the recruitment and selection of the outside consultant for the task. **(10marks)**

Question THREE

- a) Given the costs and benefits, describe the alternative budgeting methods used in marketing research. **(10marks)**
- b) Despite the rigor in marketing research, sometimes marketing research reports may not be very useful to users. Explain **(10mks)**

Question FOUR

- a) As a marketing executive, how will you likely organize the marketing research function in your organization? **(10marks)**
- b) Explain the ethical issues considered during initiation, conducting and reporting stages of marketing research **(10marks)**