



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING AND MANAGEMENT

REGULAR PROGRAMME

CMK 323: MARKETING RESEARCH

Date: APRIL 2019

Duration: 2 Hours

INSTRUCTIONS: Answer Question ONE and ANY OTHER TWO Questions

- Q1. a) Discuss the different types of marketing research activities undertaken in the pre-launch phase of the research life cycle **(20 marks)**
- b) What are test market studies and what type of information do they provide?
(10marks)
- Q2. The two research designs mostly used in evaluating television commercials are **the off-air** and **on-air methods**. Using examples, discuss how each methods works and the types of questions asked in these methods. **(20 marks)**
- Q3. Write short notes on:
- Positioning market studies **(5 marks)**
 - Market segmentation studies **(5 marks)**
 - Concept screening tests **(5 marks)**
 - Concept evaluation tests **(5 marks)**
- Q4. When planning marketing research, several ethical considerations must be taken into consideration. Discuss **(20 marks)**

END