

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

MARKETING RESEARCH

BS208

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

Nov 2022

1. Answer any four questions.
2. Each question carries 25 Marks.
3. Start each question on a fresh page.
4. No Cell Phones are allowed in the Examination Room.

QUESTION ONE

Describe the three elements of control required in an experiment. [25 marks]

QUESTION TWO

State four scales of measurement, and provide an example for each. [25 marks]

QUESTION THREE

Describe how researchers make unobtrusive observations. [25 marks]

QUESTION FOUR

- (a) Describe factors that threaten the external validity of a research study. (12 marks)
 - (b) Explain the factors that threaten internal validity of a research study. (13 marks)
- [25 marks]

QUESTION FIVE

Describe the following types of reliability

- (a) test-retest reliability
- (b) internal consistency reliability
- (c) interrater reliability

[25 marks]

QUESTION SIX

Distinguish between sampling bias and nonresponse bias.

[25 marks]