

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

MARKETING RESEARCH

BS208

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

NOV 2024

1. Answer any four questions.
2. Each question carries 25 Marks.
3. Start each question on a fresh page.
4. Credit will be given for use of relevant examples.
5. No Cell Phones are allowed in the Examination Room.

QUESTION ONE

Describe the potential problems which can arise at different stages in the research process when research objectives are not clearly defined. Illustrate your answer with examples. [25 Marks]

QUESTION TWO

Define marketing research and explain its objectives. [25 Marks]

QUESTION THREE

Discuss in detail ethical issues in marketing research. [25 Marks]

QUESTION FOUR

Discuss the contents of a marketing research proposal using an example of a company of your choice. [25 Marks]

QUESTION FIVE

Discuss in detail various methods of probability and nonprobability sampling.

[25 Marks]

QUESTION SIX

Briefly describe the steps involved in marketing research.

[25 Marks]