

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

MARKETING RESEARCH

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

JUN 2024

BS208

JUN 2024

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

Distinguish between continuous and discrete variables.

[25 marks]

QUESTION TWO

Evaluate various methods of administering surveys.

[25 marks]

QUESTION THREE

(a) Distinguish between an experimental group and a control group. (12 marks) (b) Distinguish between laboratory experiment and a field experiment (13 marks)

QUESTION FOUR

Describe the following types of validity

(a) Face validity (6 marks)

(b) Construct validity (6 marks)

(c) Criterion related validity (6 marks)

(d) Content validity (7 marks)

[25 marks]

QUESTION FIVE

Explain why researchers select samples that are representative of a population of interest.

[25 marks]

QUESTION SIX

Describe three elements of control required in an experiment.

[25 marks]