Answer Question 1 and any other Two Questions

1. a) Discuss the significant characteristics that define marketing research from research in other applied disciplines (7 Marks)

b). Outline the step followed in undertaking Marketing Research in a firm (7 Marks)

c) Explain the factors that informs the decision to outsource marketing Research (6 Marks)

d) Discuss the main considerations that informs marketing managers’ decision to conduct marketing Research (4 Marks)

e) Explain the features of well-defined marketing research problem (6 Marks)

2. a) Describe the term ‘Research Hypothesis’ (2 Marks)

b) Discuss four marketing research design a marketing managers may decide to use (8 Marks)

c) Describe the term Research Hypothesis’ (2 Marks)
d) Discuss the importance of reviewing literature before and after conducting marketing research (8 Marks)

3. a) Explain the importance of defining the target population from whom the study will obtain research information (6 Marks)
   
b) Discuss four non probability sampling techniques used in marketing research (8 Marks)

c) Describe three techniques of collecting primary data in marketing research (6 marks)

4. a) Discuss key area of marketing management that a marketing manager may require information to make a decision on (10 Marks)
   
b) State and explain three factors that a researcher must take into consideration when designing the study sample (6 Marks)
   
c) State four ethical issues that a marketing manager or agency need to consider when carrying a marketing research (4 marks)

5. a) Describe the qualities of a good marketing brief (6 Marks)
    
b) Discuss the characteristics of Marketing Research (4 Marks)
    
c) Describe the qualities of a research report completed after research study (10 Marks)