INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

# FACULTY OF BUSINESS MANAGEMENT

## END OF SEMESTER EXAMINATIONS - DECEMBER 2025

**PROGRAMME: MBA**
**YEAR/SEM: YEAR 2/SEMESTER 1**
**COURSE CODE: MBA 821**
**NAME: MARKETING RESEARCH MBA**

**DATE:**
**TIME:**

**INSTRUCTIONS TO CANDIDATES:**

## SECTION A

*READ THE CASE STUDY AND ANSER ALL THE QUESTIONS IN THE CASE STUDY BELOW*

**Question 1:**

**CASE STUDY 1**

In the mid-1980s, the Coca Cola Company made a decision to introduce a new beverage product (Hartley, 1995, pp. 129–145). The company had evidence that taste was the single most important cause of Coke's decline in the market share in the late 1970s and early 1980s. A new product dubbed "New Coke" was developed that was sweeter than the original-formula Coke.

Almost 200,000 blind product taste tests were conducted in the United States, and more than one-half of the participants favored New Coke over both the original formula and Pepsi. The new product was introduced, and the original formula was withdrawn from the market. This turned out to be a big mistake! Eventually, the company reintroduced the original formula as Coke Classic and tried to market the two products. Ultimately, New Coke was withdrawn from the market. **Required: -**

**a)** Using the scenario above, explain what went wrong? **(05 Marks)**

**b)** Using the scenario above, describe the type of research mentioned in the case study? **15 Marks)**

**c)** As a newly appointed marketing research manager, your No. 1 responsibility is to present to the board of directors on the identification of marketing problems. Explain what would include in your problem identification. **(20 Marks)**

**Question 2:**

CASE STUDY 2

Sampling is a critical process in research, allowing researchers to draw conclusions about a larger population by examining a smaller, manageable subset. Sampling methods are essential for producing reliable, representative data without needing to survey an entire population. This guide covers various types of sampling methods, key techniques, and practical examples to help you select the most suitable method for your research. REQUIRED: Using the following examples below, answer the following questions in each very subsection, (a),(b),(c)

(a) A school administrator randomly selects 50 students from a list of all students to survey cafeteria satisfaction. Based on this example, identify and explain which sampling method and techniques that can be used by the marketing researcher (10 Marks)

(b) In a study on employee satisfaction, researchers divide employees into departments (e.g., sales, HR, finance) and randomly select employees from each department. Required: identify and explain which sampling method and techniques that can be used by the marketing researcher (15 Marks)

(c) A researcher wants to survey a population of 1,000 people and decides to select every 10th person on a sorted list after a random start. Required: identify and explain which sampling method and techniques that can be used by the marketing researcher (15 Marks)

## SECTION B

*ATTEMPT 3 QUESTIONS ONLY*

**Question 1:**

Sampling is a critical process in research, allowing researchers to draw conclusions about a larger population by examining a smaller, manageable subset. Sampling methods are essential for producing reliable, representative data without needing to survey an entire population. This guide covers various types of sampling methods, key techniques, and practical examples to help you select the most suitable method for your research.

**REQUIRED:**

Using the following examples below, answer the following questions in each very subsection, (a), (b), (c)

a) A psychology student surveys classmates because they are easily accessible and available for quick data collection. Based on this example, identify and explain which sampling method and techniques that can be used by the marketing researcher. **(06 Marks)**

b) A researcher studying consumer preferences might set a quota to survey 50 men and 50 women in a shopping mall. Based on this example, identify and explain which sampling method and techniques that can be used by the marketing researcher. **(06 Marks)**

c) In a study on the effects of leadership training, a researcher selects participants who hold managerial positions to gain insights specific to leaders. Based on this example, identify and explain which sampling method and techniques that can be used by the marketing researcher. **(08 Marks)**

**Question 2:**

Variables differ in how well they can be measured, that is, in how much measurable information their measurement scale can provide. There is obviously some measurement errors involved in every measurement, which determines the amount of information that we can obtain. Another factor that determines the amount of information that can be provided by a variable is its type of measurement scale. REQUIRED: Using the following examples below, answer the following questions in each very subsection, (a), (b), (c)

a) When the individual items belong to some distinctively different categorical status for example measurement of individuals marital status: items be measured in terms of 1. Never married 2. Divorced 3. Widowed 4. Separated 5. Married/Cohabiting. Based on this example, explain which measurement scale the research can use to measure the variable and which category the researcher can classify this variable (Marital status) (06 Marks)

b) Using this example, the variable (Employee's performance) can be measured in terms 1. Excellent 2. Good 3. Average 4. Poor , 5. Very poor. Required: explain which measurement scale the research can use to measure the variable and which category can the researcher classify this variable (Employee's performance) (08 Marks)

c) For example, a scale represents marks of students using the attributes range 0 to 10, 10 to

20, 20 to 30, 30 to 40 and 40 to 50, and so forth. Required: explain which measurement scale the research can use to measure the variable and which category can the researcher classify this variable (marks of students) (08 Marks)

**Question 3:**

**Marketing Problem**

A tyre manufacturing company is planning to Lauch a new tyre for scooters/motorcycles. The company would like to have information about how consumers select a brand of tyre for such vehicles.

**Marketing Research Objectives**

(a) To estimate the prevailing level of brand awareness among consumers and to what degree are the consumers able to differentiate between company name and brand image

(b) To identify the attributes of scooter/motorcycle tyres which are important to consumers and to what extent do these attributes influence the buying behaviour. To study the buying process for scooter/motorcycle tyres.

REQUIRED: Design a questionnaire that will guide the research to collect data about how consumers select a brand of tyre for such vehicles. ( 20 Marks)

**Question 4:**

You want to open a cafe catering to students and young people. You need to conduct a market survey to make decisions on several aspects. What would be the steps involved in the entire research exercise that you undertake and what Research Design you would use. Explain step by step how you would go about conducting the entire market research. **(20 Marks)**

**Question 5:**

Five years ago, a government organization responsible for health promotion conducted a major research study to investigate attitudes to healthy eating among young people aged 18-24 years. The study involved both quantitative and qualitative primary studies among students at five universities across the UK. The quantitative research took the form of a self-completion pen and paper questionnaire. The qualitative research comprised a series of traditional, face-to-face group discussions. The organisation now wishes to carry out further research to investigate if and how changed. a) young people's attitudes have The Government organization is aware that developments in communication technologies mean that there are other ways of collecting data than those they used in the original study. Required: -

(a) Identify and explain two methods of data collection which might replace the self-completion pen and paper survey and one method which might replace the face-to-face group discussions. (06 Marks)

(b) With relevant examples, explain the advantages and limitations of using each of the methods you have identified. (14 Marks)

**Question 6:**

You have been asked to run an introductory seminar on data editing for new recruits to the quantitative team in your organization. The training manager is keen to ensure that the recruits understand the importance of effective data editing for data which has been gathered by either paper-and-pen and computer-based methods.

a) What is meant by 'data editing' and how can it be carried out effectively? (06 Marks)

b) Describe the data editing process, illustrating your answer with examples. You need to ensure that the new recruits can deal effectively with 'missing data. (14 Marks)

**Question 7:**

Your organization has been asked to carry out a programme of qualitative research for a company that produces battery-powered scooters for transport around city centres. The company wants to know if and how the public's perceptions of its brand have been affected by environmental concerns and increases in fuel prices. a) b) Identify 3 methods of primary data collection by which the information the company requires could be gathered.

(a) Describe the strengths and limitations of each approach you suggest Choose one of the approaches that you have identified. (08 Marks)

(b) Describe the steps you would take – from the research design stage onwards - to ensure that it produces the type of information that the company needs. (12 Marks)

**Question 8:**

You are an Insight Manager for a leading confectionery manufacturer. A new member of the marketing team has prepared a research brief. You feel that the research objectives within the brief are unclear, and you have been asked to provide some feedback for the team member before he amends the brief and sends it to the research agency.

(a) Describe the potential problems which can arise at different stages in the research process when research objectives are not clearly defined. (08 Marks)

(b) Illustrate your answer with examples, what steps would you expect the research agency to take to ensure that the research objectives set out in the brief fully address your research needs? Give reasons for the steps you expect and illustrate your answer with examples. (12 Marks)

**Question 9:**

Marketing Mix/ marketing concept, that is the 4Ps - Product, Price, Place, Promotion; is a management process through which goods and services move (coordinated) from concept to customer (Masterson, 2004). Why is market research and its findings, tightly connected to the marketing mix, discuss your answer with vivid examples or using examples from your chosen case study. (20 Marks)

**Question 10:**

(a) As a market research student, you can do your market research in various classifications of marketing research designs, if a managing director of certain companies has approached you to give him advice on how he can carry out his market research, explain in detail how you would guide him to achieve his research goals. (10 Marks)

(b) With relevant examples, explain five ethical concerns that may guide someone when he/she is carrying out marketing research. (10 Marks

**Question 11:**

Companies have added Corporate Social Responsibility (CSR) on the list of their company objectives as part of ethics marketing management of the organization. if you are given an opportunity to lead a certain company, ABC. Explain to the shareholders the reasons for investing company resources in CSR project. (20 Marks)

**Question 12:**

Imagine you have been appointed as a marketing officer of any organization of your choice, Your NO.1 Role is to identify a marketing research problem in that organization, formulating market research objectives and steps to be taken in carrying out the marketing research process, As a newly marketing officer who has been appointed, make a presentation to your immediate head of marketing department in reference to your NO.1 roles I identified above. (20 Marks)