(The *University of Choice*)

MASINDEMULIROUNIVERSITY OF SCIENCE AND TECHNOLOGY (MMUST)

MAIN

UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE

OF

Bachelor of Commerce

COURSE CODE: BCB 436

COURSE TITLE: APPLIED MARKETING RESEARCH

DATE: THURSDAY, 14TH /12/2023 TIME: 3:00 -5:00PM

INSTRUCTIONS TO CANDIDATES

Section A is compulsory. Attempt any three questions in section B

TIME: 2 HOURS

This Paper Consists of 3 Printed Pages. Please Turn Over

READ THE CASE STUDY BELOW

An international innovator of premium beauty products targeted to women wanted to better understand hair care needs and product usage among females in four countries. This research was conducted to help the company develop targeted marketing initiatives, enhance product offerings, and understand targets for new products.

The hair care market is often considered a mature market with little potential for expansion; however, the majority of hair product categories have experienced substantial growth over the past decade. This company's hair care product line caters to several different segments by hair type, texture, and color. The company's products have grown to include some of the best-known brands in women's beauty worldwide.

Maintaining market leadership in a highly competitive market, developing differentiated products, and building customer loyalty were the primary goals for this client. They wanted to gain a deeper understanding of the target and user segments and their needs and to gauge the opportunity for existing and new products.

The worldwide Internet panels set a new standard in data quality and comparability from country to country. These panels are all carefully recruited and rigorously managed. Questionnaires were translated and tested by Decision Analyst's highly experienced international division. For international studies, Decision Analyst is fully staffed in all areas of research project design and management with representation from Western Europe, Eastern Europe, and Asia. The questionnaire included pictures and drawings of various hair types to assist the respondent with reporting her specific hair characteristics, resulting in higher-quality data for the client.

Results provided incidence levels by product usage, target group, hair type, hair texture, and other characteristics by country. The research also provided detailed customer target and usage profile information by product and potential new product. Of particular interest to the client was how these profiles differed by country. The study was extremely valuable to the client. Findings revealed that because women's usage and attitudes about hair care and products vary by country, different marketing strategies were required. Likewise, the incidence of particular target and user groups varied by country. The results were used to develop product enhancements and new product positioning to better fit the needs and wants of the consumer. The client applied the research in developing targeted advertising campaign

Question 1

a). Identify three likely research objectives used for the above study (6 marks).

b). Define the management decision problem and its related marketing research problem for this study (6 marks).

c). Propose the likely research design for the study to measure consumer's evaluation of hair brands (8 marks).

d). Discuss the ethical issues involved in conducting this kind of research (10 marks)

Question 2

a). Discuss the different scales of measurement and identify the information provided by each?(6 marks).

b) Marketing research is crucial for new product development and one aspect of concern is concept testing. What are the key questions that should be answered by this research? (8 marks).

c). User test is done once the product is made and is functional. What reason is given for carrying out user test? (6 marks).

Question 3

a). Identify and explain the steps in the marketing research process (8 marks).

b). What are the problems faced by researchers when they are conducting research in developing countries and how can these problem be overcome? (6 marks).

c). Discuss the career opportunities in Marketing Research (6 marks).

Question 4

a). What differences are there between marketing research and marketing intelligence? (4 marks)

b). What is the difference between primary and secondary data and why is it important to obtain secondary data before primary data (8 marks)

c). What is the difference between comparative scaling techniques and non-comparative scaling techniques? Give examples of each type of scale used to measure attitude (8 marks)

Question 5

a) What are the advantages of the telephone pre-notification approach over a conventional mail survey? (8 marks).

b) What are the general advantages and disadvantages associated with obtaining information by questioning and observation? (9 marks)

c) Of the two methods in b above, which method provides more control over the samples? Explain (3marks)