



NURTURING INNOVATORS

**RIARA SCHOOL OF BUSINESS
SEPTEMBER –DECEMBER 2023 TRIMESTER
EXAMINATION FOR BACHELOR OF BUSINESS ADMINISTRATION
SATURDAY PROGRAMME**

RMK 403: Market Research Application

DECEMBER 2023

TIME: 2 HOURS

GENERAL INSTRUCTIONS:

Students are NOT permitted to write on the examination paper during reading time.

This is a closed book examination. Textbook/Reference books/notes are not permitted.

SPECIAL INSTRUCTIONS:

1. Write your REGISTRATION NO. Clearly on the answer booklet(s).
2. Answer Question One and ANY other TWO questions.
3. Questions in all sections should be answered in the answer booklet(s).
4. Marks allocated to each question are shown at the end of the question.
5. PLEASE start the answer to EACH question on a NEW PAGE.
6. For the questions, write the number of the question on the answer booklet(s) in the order you answered them.
7. Write your answers in paragraph form unless stated otherwise.
8. Keep your phone(s) SWITCHED OFF at the front of the examination room.
9. Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.
10. You are only allowed to leave the examination room 30minutes to the end of the Examination.

QUESTION ONE

Farm group Ltd is an industry lobby comprising of farmers and other interest groups in the fresh produce supply chain. It draws member organizations from all over the country. Its main role is to be an advocacy and advisory group for members as well as promoting members' interests in the local and export market of vegetables, fruits, flowers and other horticultural products. It also promotes field training and capacity building for its members. It has a code of practice that members have to adhere to and also certifies individual members according to the certification standard known as 'Farm Finest'.

Members who hold the 'Farm Finest' label get unlimited access to local and export markets because the standard is well recognized. However, in the recent past there has been some complaints from local and international buyers that fruits and vegetables from some members had caused health problems to consumers in three countries. The Managing Director of Farm group Ltd. would like to know the cause and source of the quality problems and has recommended an audit (research) of the fruits and vegetables value chains in order to obtain credible information. He suspects the certification scheme is not working properly or there are some weak nodes along the entire supply chain. As the Export Consultant, Farm group Ltd. has invited you to assist in resolving the problem through audit/research.

- a). Describe **THREE** reasons as to why primary data would be the preferred data collection methods in the above case of Farm Group Ltd. **(3 Marks)**

- b). Farm group Ltd. today has a membership of over 500 farming organizations of various sizes/categories. Explain **FOUR** ways on how you would establish the appropriate sample size for the research. **(4 Marks)**

- c). Highlight any **TWO** merits of secondary data over primary data in qualitative research. **(2 Marks)**

- d). Describe **THREE** Ethical issues that are likely to arise in this study. **(3 Marks)**

- e). Explain **THREE** reasons why you as a researcher would prefer questionnaires than oral interviews in carrying out the audit/research. **(3 Marks)**

- f). Describe any **FIVE** characteristics of a good research instruments. **(5 Marks)**

- g). You are required to write a research report to the Managing Director of Farm group. Describe any **FIVE** contents of such a report. **(5 Marks)**

- h). identify **FIVE** challenges you as researcher is likely to encounter when carrying out such research? **(5 Marks)**

QUESTION TWO

- (a) Before starting any form of market research, one should have clearly understood what a research problem is, and learn to formulate the problem correctly. A research problem can be said to be an area of concern that requires a meaning full understanding. Clearly describe **SIX** conditions that must be met for a research problem to exist? **(12 Marks)**
- (b) Accurate and systematic data collection is critical to conducting scientific research. This calls for the use of appropriate data collection instruments. Required

Discuss any **FOUR** data collection instrument researchers can use to collect data in marketing research? **(8 Marks)**

QUESTION THREE

- (a) According to Snyder (2019) literature review can broadly be described as a more or less systematic way of collecting and synthetizing previous research. It gives an overview of current knowledge that helps identify relevant theories, methods, and gaps in the existing research. Required explain **FOUR** roles of literature review in the research process. **(8 Marks)**

(b)Cooper and Schindler (2008) indicate that *research ethics* relates to the standards or norms of behavior that guide moral choices about our behavior and our relationships with others. Therefore, most research institutions issue ethical guidelines inform of code of ethics to guide the conduct of research, highlighting what is considered right and what is considered wrong during research. Discuss any **FOUR** importance of ethics in research?

(12 Marks)

QUESTION FOUR

- (a) The process of examining each and every item of a population is known as a *census*. When a small representative portion of the population is the subject of a study, it is referred to as a sample. Required Discuss any **FIVE** advantages of sampling in marketing research? **(15 Marks)**

(b) Data collection refers to the process of gathering and measuring information on variables of interest in an established systematic manner that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. During data collection, researchers should identify the type of data, the sources of data, and methods that will be used for data collection.

Describe the **TWO** types of data collection methods?

(5 Marks)