**Course Code: MKT403**  **Credit Unit**: 3
**Course Title: Management Information System**
**Time Allowed:** 2 ½ hours
**Instruction:**    Attempt question ONE) **25marks** and any three questions **15marks** each of your choice

## QUESTION ONE

**a.** Outline the process by which marketers approach marketing research to maintain the needed control for obtaining accurate information        **5 marks**

**b.** Marketing Research cannot be carried out vaguely, to be able to achieve a useful marketing decision through it; there must be a reason for any marketing action. Expatiate on the purposes or objectives of Marketing Research.        **10 marks**

**c. i:** Explain why mail, email and online distribution of questionnaires are very useful for extensive questioning.        **5 marks**

**c. ii** Elucidate, Depth interview as one of the various types of interview        **5 marks**

## QUESTION TWO

**a.** The problem statement in Marketing Research takes a different approach. Explain the interrogative approach.        **5 marks**

**b.** Theory and Law in Marketing Research are both employed by marketing managers in solving marketing problems. Make a clear distinction between "Theory" and "Law" in Marketing Research.        **10 marks**

## QUESTION THREE

a. There are several sources of existing data available from outside the organization that may be valuable. List the external sources of secondary data.        **5 marks**

b. Primary and secondary data are both useful for research purposes. Make a clear distinction between primary and secondary data**.**        **10 marks**

**QUESTION FOUR**

    a.  Explain what makes panel work in research             **5 marks**

    b.  Write exhaustively on supervisor instructions and screening form    **10 marks**

**QUESTION FIVE**

    a.  Questionnaire design, a "science or an art" Discuss          **5 marks**

    b.  There are three main categories of marketing research objectives. Discuss the cognitive and the psychomotor Domain.          **10 marks**