

P-716

Total Pages : 3

Roll No.

MS-501

Marketing Research

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (June)

Time : 2 Hours]

Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Explain the various steps involved in marketing research process.

2. Discuss the various methods of data collection.
3. Enumerate and explain the factors to be considered while drafting a marketing research report.
4. Differentiate between comparative and non-comparative scaling techniques. Why is validity, reliability and generalizability of a scale important?
5. Discuss the ethical issues in marketing research in detail.

SECTION-B
(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. Discuss possible areas of application of marketing research with suitable examples.
2. Discuss the probability sampling techniques.
3. Briefly discuss the importance of multiple regression analysis in solving various marketing related problems.
4. Discuss the reasons why information is needed by the marketing researcher for strategic decision making.

5. What are the projective techniques? What are the different types of techniques available to a researcher?
 6. Explain the concept of standard error. Discuss the role of standard error in large sample theory.
 7. Under what conditions, one sample t-test and paired sample t-test are used for hypothesis testing ?
 8. Write short notes on :
 - (a) Cluster Analysis.
 - (b) Factor Analysis.
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