Roll No. …………………..

MS–501/MM–2201

Marketing Research

(विपणन अन्वेषण)

Master of Business Administration/P.G. Diploma

in Marketing Management

(MBA-10/12/13/16/17/PGDMM-10/16/17)

Third/First Semester, Examination, 2018

Time : 3 Hours　　　　　　　**Max. Marks : 80**

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1.　Discuss the statement, 'Scope of marketing research is not confined to marketing only, in fact it is cross-functional.' Explain the significance of marketing research in business decision making.

2. What is meant by reliability and validity of a test ? How do they differ ? Explain any *two* types of validity.

3. What is a sample ? What are the main considerations required for determining the size of a sample to estimate the population mean ?

4. What are non-parametric tests ? Discuss advantages and limitations of these tests. Also explain in detail any *two* non-parametric tests.

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 *four* (04) questions only.

1. What are the major constraints in using marketing research in India ?

2. How an outside market research agency evaluated ?

3. Differentiate between exploratory and descriptive research design.

4. What are the criteria for a good scale ?

5. What are the sources, benefits and drawbacks of secondary data ?

6. Explain the following types of questions, giving a suitable example of each :

   (i) Open ended

(ii) Dichotomous

(iii) Leading

(iv) Multiple-choice

7. Write a short note on significance of ethics in marketing research.

8. Why is advertising research necessary ? Identify the major areas where advertising research can be helpful.

Section–C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (1) mark each. All the questions of this Section are compulsory.

Indicate whether the following are True *or* False :

1. One of the most important feature of a good research study is replicability of findings.   (True/False)

2. Business decision problem leads to defining a marketing research problem.   (True/False)

3. All research problems must be stated in a question form.   (True/False)

4. Time series analyses are a form of cross sectional designs.   (True/False)

5. Attitude can be measured using nominal scale.

(True/False)

6. Sampling frame of the respondent population is an example of secondary data.   (True/False)

7. Stapel scale is usually presented horizontally.

(True/False)

8. Sampling control is highest in a web based survey.

(True/False)

9. If confidence coefficient is to be increased from 95 to 99 per cent, sample size must roughly be increased by half or more.   (True/False)

10. Value of correlation coefficient lies between 0 and + 1.

(True/False)