

Total No. of Pages : 04

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

3rd/1st Semester

Examination-2019

Time : 3 Hours

[Maximum Marks : 80

Note : This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners

(2)

are required to answer any three (03) questions only. **(3×15=45)**

1. Discuss the real value of marketing research and marketing information system. Elaborate how to attain that value.
2. What is marketing research? Discuss Casual Descriptive research design in detail.
3. Critically analyse different methods of data collection.
4. Discuss in detail the role of information technology in marketing research.
5. Explain in detail the process of research report writing.

Section–B

(Short-Answer-Type Questions)

Note : Section 'B' contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

1. Write a short note on Exploratory Research design.
2. Differentiate between factor & cluster analysis.

(3)

3. What is a measurement scale? Discuss different types of measurement scales.
4. Discuss various sources of errors in measurement.
5. Explain important parametric tests used in testing of hypothesis.
6. Explain the factors affecting internal & external validity.
7. Write a short note on Relevance of Pilot Survey.
8. What is sampling? Discuss different types of probabilistic sampling technique.