

**S-871**

**Total Pages : 3**

**Roll No. -----**

**MS-501**

**Marketing Research**

**Master of Business Administration (MBA)**

**3<sup>rd</sup> Semester, Examination 2022(Dec.)**

**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.

**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 x 19 = 38]

P.T.O.

- Q.1. What are the specific characteristics of marketing research in India? Discuss and also explain its scope and future.
- Q.2. Define marketing research agencies. Explain its significance in today's business world. Discuss its merits and demerits.
- Q.3. Explain the Probability and Non-probability methods of sampling with examples.
- Q.4. Define and discuss measurement scales. Explain the scales for measuring attitudes with suitable examples.
- Q.5. How is research design classified? Discuss in detail the difference among research designs. Explain with appropriate examples.

### **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 x 8 = 32]

- Q.1. What are the key differences between marketing research and market research?
- Q.2. What are the different sources of collecting data?
- Q.3. Discuss the structure of a good marketing research report.
- Q.4. Differentiate between qualitative and quantitative research.
- Q.5. What is causality? Discuss the necessary condition for inferring causality between two variables.
- Q.6. Describe each of the following:
- a. Survery,
  - b. Focus group Interview
- Q.7. Define normal distribution curve. Elaborate its properties and significance in marketing research.
- Q.8. What do you mean by hypothesis testing? Discuss one tailed and two tailed hypotheses.

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