

**Total Pages : 3**

**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)

3<sup>rd</sup>/1<sup>st</sup> Semester, Examination June 2022

Time: 2 Hours

Max. 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Discuss various sources of information (information from internal database, from marketing intelligence etc.) for Marketing Research.
- Q.2. What do you understand by term Marketing Research? Discuss exploratory research design in detail.
- Q.3. Explain in detail the process of data analysis in Marketing Research.
- Q.4. What do you understand by the term research bias? Discuss different types of research biases.
- Q.5. What is sampling? Discuss different probabilistic & non-probabilistic sampling techniques in detail.

## **Section – B**

### **(Short-answer-type questions)**

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

[4 x 10 = 40]

P.T.O.

- Q.1. Write a short note on methods of primary data collection.
- Q.2. Explain the importance of analytical tools in marketing research.
- Q.3. Write a note on Interview and observation technique of data collection.
- Q.4. What is likert scale? Discuss its importance in marketing research?
- Q.5. What do you understand by term parametric statistic testing. How is it different from non-parametric stastic testing.
- Q.6. Write a short note on inductive and deductive research.
- Q.7. Write a note on marketing research audit.
- Q.8. What is note on Intervening & extraneous variables.
-