

MS-501/MM-2201

Marketing Research

(विपणन अन्वेषण)

Master in Business Administration /
P.G. Diploma in Marketing Management
(MBA-10/12/13/16/17 / PGDMM-10/16/17)

3rd / 1st Semester Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 80

Note : This paper is of Eighty (80) marks divided into three (03) sections A, B and C. 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 any two (02) questions only.

(2×19=38)

1. Explain marketing research process in detail. How would you differentiate between basic research and business research ? 19

2. Why is 'measurement' important in research ? What are the major sources of error in measurement ? 19
3. What is sampling ? Discuss any two probability and two non-probability sampling techniques with their relative merits and drawbacks. 19
4. What is descriptive method of analysis ? When would you use descriptive statistics ? Explain four types of descriptive statistics. 19

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. What is marketing intelligence system ? How does MIS differ with marketing decision support system ? 8
2. What is market research audit ? Discuss four distinct stages an audit study should have. 8
3. What is a research design ? What are the significant elements of a research design ? 8

4. Explain :
- (i) Dependent variable.
 - (ii) Moderating variables.
 - (iii) Intervening variable.
 - (iv) Extraneous variables. 8
5. 'Secondary data should be preferred over primary methods'. Do you agree with this statement ? Justify your opinion. 8
6. Discuss any four types of non-sampling errors. 8
7. Explain important components of a questionnaire. Also discuss different types of questionnaires. 8
8. What is factor analysis ? What is it used for ? 8

SECTION-C
(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory. (10×1=10)

Indicate whether the following are True or False :

1. Research is a non precise and non sequential process. (True/False)

2. All hypotheses are always formulated in question form.
(True/False)
 3. Exploratory research design helps in defining variables and constructs under study. (True/False)
 4. Census data is an example of primary data source.
(True/False)
 5. Interviewer bias is high in a telephonic survey. (True/False)
 6. Nominal scale has no statistical significance. (True/False)
 7. Complete sampling frame is a must for all probability sampling techniques. (True/False)
 8. Selection of random numbers for probability sampling is at the disposal of the researcher. (True/False)
 9. Mean, Median and Mode are equal in normal distribution.
(True/False)
 10. Accepting a null hypothesis when it is false is called Type II error. (True/False)
-