

Printed Pages : 2

MBAMK02

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7124

Roll No.

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MBA
(SEMESTER-III) THEORY EXAMINATION, 2012-13
MARKETING RESEARCH

Time : 3 Hours]

[Total Marks : 100

Note : The figure in the right-hand margin indicate marks.

Section – A

1. Attempt all : **2 × 10 = 20**
- (a) Define Marketing Research.
 - (b) How would you formulate a marketing research problem ?
 - (c) Describe the process of research with the help of various steps involved in it.
 - (d) What do you understand by the term scientific method ?
 - (e) Describe various sources of secondary data.
 - (f) Differentiate between questionnaire and schedule.
 - (g) What is simple random sampling ?
 - (h) Distinguish between correlation and regression analysis.
 - (i) "Poor communication hinders presentation of research findings". Elucidate.
 - (j) What are the conditions under which ANOVA is applicable ?

Section – B

2. Attempt any three : **3 × 10 = 30**
- (a) How would you relate marketing research with other disciplines of social sciences ?
 - (b) Explain the role of Bayesian Decision theory in marketing research.
 - (c) Define hypothesis. What are its main features ?
 - (d) Compare and contrast the probability and non-probability sampling methods.
 - (e) Highlight the purpose of using various statistical tools in marketing research.

Section – C

Attempt all :

5 × 10 = 50

3. What are the major reasons for growing importance of marketing research in India ?

OR

Briefly comment on the problems faced by researchers in conducting marketing research in India.

4. What do you understand by the term research design ? What is its importance ?

OR

What are the different types of research designs ? What relationship exists between them ?

5. What is measurement ? What are the scales of measurement ? What information do they provide ?

OR

How are attitude rating scales most commonly applied in marketing research ?

6. What are the steps involved in hypothesis testing ? Explain.

OR

Why and how would you use t and z test in hypothesis testing ?

7. Highlight the key factors which are to be kept in mind while making a written research presentation.

OR

Write a lucid note on report writing.
