Printed Pages—3   **MBMK02**

(Following Paper ID and Roll No. to be filled in your Answer Book)
PAPER ID : 1289 Roll No. [ ][ ][ ][ ][ ][ ][ ][ ][ ]

MBA

(SEM. III) ODD SEMESTER THEORY EXAMINATION 2013-14

MARKETING RESEARCH

Time : 3 Hours   *Total Marks : 100*

Note :– Attempt questions from each Section as per instructions.

SECTION–A

1. Attempt **all** parts of this question in **50-75** words. Each part carries **2** marks.   **(10×2=20)**

    (a) What is meant by research ?

    (b) Distinguish between quantitative and qualitaive research.

    (c) What is meant by market information ?

    (d) Explain the concept of test marketing.

    (e) What is cluster analysis ?

    (f) Explain the concept of sales forecasting.

    (g) Explain the concept of viral marketing research.

    (h) What are exploratory research designs ?

    (i) Differentiate between Survey and Observation.

    (j) Differentiate between Interval and Ratio Scales.

SECTION–B

2. Attempt any **three** parts in **100-200** words. Each part carries **10** marks.   **(10×3=30)**

    (a) Describe various research activities covered under the head marketing research.

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(b) What is marketing information system ? Describe its major components.

(c) Briefly discuss the steps involved in the process of hypothesis testing.

(d) What is a research design ? Differentiate between exploratory and descriptive research design.

(e) Differentiate between probability and non probability sampling methods.

SECTION–C

Note :– Attempt **all** questions in **300-500** words. Each question carries **10** marks. **(10×5=50)**

3. What do you understand by marketing research ? How does marketing research help managers in making decisions ? Explain.

OR

What do you mean by a questionnaire ? Briefly describe the steps involved in questionnaire designing procedure.

4. What is experimentation ? Explain various informal experimental designs.

OR

Describe various sources of secondary data. Also discuss the advantages and disadvantages of secondary data.

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5. What do you mean by scaling ? Describe comparative and non comparative scaling.

OR

Briefly discuss various objective and subjective methods of sales forecasting.

6. What is factor analysis ? Describe the statistics associated with factor analysis.

OR

Describe various steps involved in conducting multi-dimensional scaling.

7. Write short notes on any **two** of the following :

(a) Cross tabulation

(b) Chi square test

(c) Depth interviews

(d) Marketing Information System.