

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2063)

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M.B.A. 3rd Semester Examination

Marketing Research

MM-01

Time : 3 Hours

Max. Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary continuation sheet will be issued.*

**Note :** Attempt five (5) questions in all selecting one question from each Unit. All questions carry equal marks.

**UNIT - I**

1. Explain the meaning and importance of Marketing Research. (12)

**OR**

2. Explain the criteria for formulation of Research Process. (12)

**UNIT - II**

3. What do you understand by Research Design? Distinguish between Explorative and Descriptive Research Design. (12)

**OR**

4. Distinguish Descriptive, quasi-Experimental and Experimental Research Design. (12)

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**UNIT - III**

5. Write in detail about different methods of data communication. (12)

**OR**

6. Explain the sources of different types of secondary and primary data. (12)

**UNIT - IV**

7. What is sampling? Briefly explain the steps involved in sampling process. (12)

**OR**

8. Explain in detail the methods of sampling. (12)

**UNIT - V**

9. What do you mean by market segmentation? Briefly explain. (12)

**OR**

10. Write short notes on the following:

- (a) Price Research
- (b) Advertising Research
- (c) Sales Promotion Research. (3×4=12)