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MBA 3rd Semester Examination

Marketing Research (N.S.)

MK-03

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 : The question paper will consist of THREE sections A, B and C.

(i)   Section A will contain TEN short note type questions carrying 2 marks each. In this section all the questions are COMPULSORY.

(ii) Section B will contain SIX short answer type questions carrying 5 marks each, out of which student has to answer ANY FOUR.

(iii) Section C will contain FOUR Essay type Questions of 10 marks each, out of which student has to answer ANY TWO.

SECTION - A (Compulsory)

1. What is primary data ?

2. What is secondary data ?

3. Write any four sources of secondary data in India.

4. Describe, very briefly, any two probability sampling techniques.

5. Describe, very briefly, any two non-probability sampling techniques.

6. What is a non-response error? How can it be eliminated?

7. What do you mean by 'validity' of a measuring instrument?

8. What is a rating scale? Explain with an example.

9. Explain the concept of Universe and Sampling Unit of a sampling plan with an example.

10. Write two advantages and two disadvantages of observation as a method of data collection.

SECTION - B (Attempt any FOUR questions)

1. What is an experimental research design? What problems do marketers face in using experimentation? Describe, in brief, any two experimental designs.

2. How should the MR Department be organized in a large business enterprise?

3. Discuss in brief the procedure of questionnaire construction for collection of data in a survey.

4. What are different approaches to measure consumer attitudes? Describe any two versions of rating scales.

5. What is media research ? Briefly describe the methods used for media research.

6. A consumer goods manufacturing Co. wants to test whether its three salesmen, X, Y, and Z, differ in their selling ability as measured by the average size of their sales. During the last week out of 12 sales calls, X made 4, Y made 3, and Z made 5. The following are their weekly sales records:

X	Y	Z
200	100	500
300	200	400
400	300	300
500		200
		100

Use analysis of variance to determine if the three salesmen differ in their selling ability. (The F value at .05 level of significance and at 2 and 9 degrees of freedom, as given in the Table, is 4.26). (5×4=20)

SECTION - C (Attempt any Two questions)

1. What is a marketing information system? Describe its components. Is it different from M.R.? In what ways?

2. Define ethics. What ethics should be maintained while treating respondents, clients, and researchers? Illustrate with the help of suitable examples.

3. Discuss the application of marketing research in (a) Determination of market potential, and (b) Market Segmentation.

4. Write short notes on any TWO of the following:

   (a) Sampling and Non-sampling Errors.

   (b) International Marketing Research.

   (c) MR Report: Preparation and Presentation.

   (d) Test Marketing. (10×2=20)