14893

MBA 3rd Semester Examination
Marketing Research (O.S.)

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 at least one
question from each unit.

UNIT - I

1. Define marketing research. Explain the process of marketing
   research. (12)

2. Define marketing research. Briefly discuss the nature and
   scope of marketing research in the context of globalisation.
   (12)

UNIT - II

3. Explain and differentiate exploratory, descriptive and Quasi
   research designs with suitable examples. (12)

4. Explain the following:
   (a) Randomised block design
   (b) Latin square design
   (c) Factorial design. (12)

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UNIT - III

5. Explain different types of errors to avoid in data collection. (12)

6. Explain the following:
   (a) Correlation
   (b) Bivariate regression
   (c) Multiple regression
   (d) Stepwise regression. (12)

UNIT - IV

7. Explain the process of sample collection. (12)

8. Compare the merits and demerits of probability sampling and non-probability sampling. (12)

UNIT - V

9. List and discuss the steps in writing a research report. (12)

10. Explain the application of marketing research techniques in new product development. (12)