

[Total No. of Questions - 20] [Total No. of Printed Pages - 3]  
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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)**

*(2 marks each)*

1. Define Data.
2. Define information. Is it different from data?
3. What is a questionnaire? What are its uses?
4. What are response errors? How can they be reduced ?
5. What is sampling method of data collection?

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6. How would you take a simple random sample of 5 students from a class having 50 students?
7. Define 'reliability' of a measuring instrument.
8. What is correlation? How will you establish if two variables are correlated?
9. What does market potential mean?
10. Write four characteristics of a normal distribution. **(2×10=20)**

### SECTION - B

*(Attempt any FOUR questions, 5 marks each)*

1. What is a research design? Discuss its importance. Compare and contrast the exploratory and descriptive research designs.
2. What are the different ethical aspects in marketing research? Why should ethical considerations be kept in mind while conducting research?
3. What do you understand by the term 'attitude'? What are its components? Why has the consumers attitude measurement become so important to marketers these days?
4. What is 'observation'? What are the various merits and demerits associated with observation method of data collection?
5. What is secondary data? What are the advantages and drawbacks of secondary data?
6. The number of sales calls made by eight sales people is as follows:

Sales people: A B C D E F G H

No. of Calls : 4 3 2 5 3 3 1 5

Calculate the mean, median, mode, standard deviation, and range of the number of calls made by these salespeople.

**(4×5=20)**

**SECTION - C**

*(Attempt any Two questions, 10 marks each)*

1. What is marketing research? Is it possible to make sound marketing decisions without M.R.? What advantages does research offer to the decision makers? What are the limitations of marketing research, if any?
2. What are the major steps in new product development process? How can each benefit from marketing research?
3. What is a research report? What factors should be taken into consideration while preparing & presenting a written research report?
4. Write short notes on any TWO of the following:
  - (a) Determination of Sample Size
  - (b) Motivation Research
  - (c) Online Surveys for collecting primary Data
  - (d) Organization of MR Department. **(2×10=20)**