

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2124)

1861

MBA 3rd Semester Examination

Marketing Research (NS)

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.

**SECTION - A
(Compulsory)**

(2 marks each)

1. What is the meaning of level of significance in research?
2. Differentiate between marketing research and marketing information system.
3. Define After-only experimental design.
4. Questionnaire Vs Schedule method of data collection.
5. What is meant by dichotomous questions?
6. What is content validity?
7. Enlist the steps of sampling process.
8. Purposive Vs Judgement sampling.
9. Define Type I error.
10. What is test marketing? (2×10=20)

[P.T.O.]

SECTION - B

(Attempt any FOUR questions, 5 marks each)

11. Prepare a research design by taking a hypothetical research problem.
12. Suppose a company wants to analyse consumer behaviour towards its new brand of shampoo. Which method/methods of data collection would you recommend to this company and why?
13. Describe the different classes of measurement scales according to the types of data.
14. How would you draw a representative sample of 500 customers from one district?
15. "Data collection in census is automatically free of error." Discuss the validity of the statement.
16. Write short notes on:
 - (i) Delphi Method
 - (ii) Exponential Smoothing Method (4×5=20)

SECTION - C

(Attempt any TWO questions, 10 marks each)

17. Wal-Mart wants to start its new retail outlet in rural India but before launching of new outlet they want to know about the shopping habits of rural customers. Prepare a draft questionnaire for this problem.
 18. Discuss the different types of scaling techniques for measuring attitude. Also explain their merits and uses.
 19. Distinguish a non-probability from a probability sampling method. Which one is the preferable method and why? Indicate the pros and cons associated with both methods.
 20. How will you differentiate between descriptive statistics and inferential statistics? Describe the important statistical measures often used to summarise the survey/research data. (2×10=20)
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