

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
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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 questions in all, selecting one question from each unit.

**UNIT - I**

1. Define marketing research. Explain the process of marketing research. (12)
2. "Marketing research will minimise the risk in decision making in marketing functional area". Discuss. (12)

**UNIT - II**

3. Discuss various types of experimental research designs. (12)
4. Compare the advantages and disadvantages of various statistical designs of experiments. (12)

**UNIT - III**

5. What are the sources of primary data? Explain the merits and demerits of the sources. (12)
6. Describe a method of data collection to determine market potential for a new brand of 3G cell phone. Justify. (12)

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**UNIT - IV**

7. Explain probability sampling methods. (12)
8. Explain non-probability sampling methods. (12)

**UNIT - V**

9. Explain the role of marketing research in measuring the effectiveness of advertising. (12)
10. List and discuss the steps in writing a research report. (12)