

[Total No. of Questions - 20] [Total No. of Printed Pages - 2]
(2125)

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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.

Note : The question paper consist of THREE sections A, B & C.

- (i) Section A contains TEN short note type questions carrying 2 marks each. In this section all the questions are COMPULSORY.
- (ii) Section B contains SIX short answer type questions carrying 5 marks each, out of which FOUR are to be attempted.
- (iii) Section C contains FOUR essay type questions carrying 10 marks each, out of which TWO are to be attempted.

SECTION - A

Briefly explain the following:

1. Census data.
2. Bivariate data analysis.
3. Motivation research.
4. Sampling errors.
5. Stratified sampling.
6. Market potential analysis.
7. Marketing Information System.

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8. Observation method of data collection.
9. Casual research.
10. Attitude measurement. (2×10=20)

SECTION - B

11. Give reasons for the growing importance of marketing research in India.
12. What are the advantages of using online databases from the viewpoint of a professional marketing research firm?
13. Briefly discuss 'problem definition'. Why it is one of the important task in the marketing research project?
14. State the factors that should be considered while determining the sample size.
15. With the help of suitable example, explain in brief the criteria that may be used for sales analysis.
16. What are parametric tests? (4×5=20)

SECTION - C

17. If a company wants to start life insurance business in India and hires you to support their decisions as a marketing researcher, what information you will be seeking through primary or secondary research?
18. If you are a promotion manager of a telecom company and are asked to prepare a research design for competing with a successful market leading players, how you will proceed?
19. What is marketing research report? Discuss the qualities of good marketing research report with suitable example.
20. Why is it important to measure advertising effectiveness? If you were an advertiser, would you spend your money in pre-testing or post-testing methods? Why? (2×10=20)