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Total No. of Pages : 02

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MBA (2018 Batch) (Sem.-3)**MARKETING RESEARCH****Subject Code : MBA-302-18****M.Code : 76890****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consists of **ONE** Case Study carrying **TWELVE** marks.

SECTION-A

- 1) Highlight importance of marketing research.
- 2) Outline concept of exploratory research.
- 3) Outline the concept of control groups in marketing research.
- 4) What do you mean by observation variables?
- 5) Outline meaning of reliability of a scale.
- 6) What do you mean by validity?
- 7) Outline concept of semi structured questionnaire.
- 8) What are purposes of undertaking factor analysis?

SECTION-B**UNIT-I**

- 9) Highlight scope of marketing research. Highlight the marketing research process.
- 10) Explain characteristic features of descriptive research, with examples. Highlight advantages of using secondary data sources.

UNIT-II

- 11) Critically examine salient features of alternative research designs, with illustrations.
- 12) What are the purposes of preparing a research proposal? Critically examine the contents and format of a research proposal.

UNIT-III

- 13) Explain characteristic features of various types of questionnaires commonly used in marketing research. What are the underlying principles involved in questionnaire design
- 14) Highlight distinctive features of various scales of measurement used in marketing research. Give suitable illustrations in support of your answer.

UNIT-IV

- 15) What are the features of regression analysis? Identify the uses of regression analysis in marketing research, with suitable examples.
- 16) Write notes on :
 - a) Descriptive Statistics
 - b) Scale Refinement

SECTION-C

- 17) **Read the case study and answer the questions based on it :**

A company TYPHOS wants to develop a solar powered mosquito repellent and wants to get an idea of its possible market. It also wants to study customer expectations as well as perception towards existing mosquito repellants. You have been hired as a consultant to undertake the marketing research

Questions :

- a) Prepare a detailed Research proposal including research objectives and methodology to highlight the steps you will follow. (8)
- b) Draft a questionnaire/scale to help gather information. (4)

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.