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Total No. of Pages : 02

Total No. of Questions : 17

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. Define marketing research
2. Structured questionnaire
3. What is test marketing?
4. Expert validity
5. Content analysis
6. Discuss in brief the problems faced by the researcher in gathering primary data in the field.
7. What is research design?
8. Randomized design

SECTION-B

UNIT-I

9. What do you understand by market research? Discuss the important steps and general methodology for data collection.
10. Explain various types of sources for secondary data and their relevance for marketing research.

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UNIT-II

11. Elaborate the concept of causal research designs.

12. What are basic methods of qualitative research? Discuss steps for developing research proposal.

UNIT-III

13. Explain the need of reliability and validity testing for a scale.

14. Write notes on Likert scale, semantic differential scale and measurement errors in marketing.

UNIT-IV

15. Discuss significance of data analysis. Does analysing data leads to some meaningful conclusions.

16. Discuss in detail the multivariate analysis.

SECTION-C

17. **Case Study :**

You are a manager in research agency who have been given a task to study the effect of television advertisement of Baby Food on buying propensity of viewers, a target population will be parents and would-be parents of children aged 5 years or below in Punjab. However, you know it is practically difficult to gather data of all the television viewers who are either parents or would-be parents residing in Punjab.

Questions **:**

a. Suggest the possible probability and non probability methods by you as a researcher could use to select a sample out of the entire population, based on Punjabi population. Further, it is important to note that, sample and target population should be similar to each other. (6)

b. What would you believe be the correct sample size and reasons thereof. (3)

c. What kind of questionnaire you would use. (3)

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.

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