

FACULTY OF MANAGEMENT**M.B.A. II-Semester Examination, July / August 2015****Subject: Research for Marketing Decisions****Course No : 2.4****Time : 3 Hours****Max. Marks: 80****Note: Answer ALL the questions.****Part – A (10x2=20 Marks)****(Short Answer Type)**

- 1 Write short notes on the following.
 - (a) Model driven decision support system
 - (b) Mail panels
 - (c) Difference between qualitative and quantitative
 - (d) Semantic differential scale
 - (e) Pessimism criterion
 - (f) Decision tree
 - (g) Sign test
 - (h) Kolmogorov – Smirnov test
 - (i) Factors analysis model
 - (j) Discriminant analysis model and two of its applications

Part – B (5x12=60 Marks)**(Essay Answer Type)**

- 2 (a) Describe the sub-systems of marketing information system. What are the relationships among exploratory, descriptive and causal research?
OR
(b) Explain the role of marketing research in marketing information system. Discuss basic research designs, descriptive, exploratory and experimental.
- 3 (a) Describe the sources of marketing information. Describe the process of designing a questionnaire, the steps involved and guide lines that must be followed at each step.
OR
(b) Explain Thurstone's and Guttman's scales with suitable examples. Discuss the approaches to evaluate their accuracy and applicability.
- 4 (a) A certain output is manufactured at rs. 2 and sold for rs. 4 per unit. The product is such that if it is produced but not sold during a Week's time, it becomes worthless. The weekly record in the past is as follow:

Demand per week	20	25	40	60
No. of Weeks	5	15	25	5

Suggest the optimal act which should be taken by the manufacturer of the output.

OR

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- 4 (b) A businessman has an option of selling a product in domestic market or in export market. The available relevant data are given below:

Items	Export Market	Domestic Market
Probability of selling	0.6	1.0
Probability of keeping delivery schedule	0.8	0.9
Penalty of not meeting delivery schedule (Rs.)	50,000	10,000
Selling price (Rs.)	9,00,000	8,00,000
Cost of third party inspection (Rs)	30,000	Nil
Probability of collection of sale amount	0.9	0.9

If the product is sold in export market it can always be sold in domestic market. There are no other implications like interest and time. Draw the decision tree. Should the businessman go for selling the product in the export market? Justify your answer.

- 5 (a) The following data represent the operating times in hours for 3 types of scientific pocket calculators before a recharge is required. Calculate:

A	4.9	6.1	4.3	4.6	5.3		
B	5.5	5.4	6.2	5.8	5.5	5.2	4.8
C	6.4	6.8	5.6	6.5	6.3	6.6	

Use Kruskal-Wallis test to test the hypothesis that the operating times for all three calculators are equal.

OR

- (b) A company wishes to determine whether there is a difference between two brands of gasoline A and B. The following data shows the distance travelled in kilometers per litre for each brand. Can we conclude that Brand B is better than Brand A?

A	15.2	14.4	14.6	16.3	15.9	14.7	15.4	15.6	15.3
B	16.7	14.9	15.0	15.8	16.9	15.5	15.7	14.8	16.5

- 6 (a) What are the objectives of discriminant analysis? Describe the relationship of discriminant analysis to regression analysis. Discuss the steps in conducting analysis.

OR

- (b) In a project conducted by an organization, the respondents were asked how many credit cards they had in their possession at the time of the interview and to rate "The value of credit" to their life style (on a scale ranging from essential to maintaining our lifestyle to not at all needed to maintain our life style). Location of respondent is indicated as rural area (1) or an urban area (0).

No. of credit cards	2	4	6	4	5	6	2	3	4	5	6	8
Rating on value of credit	1	2	3	4	5	6	1	2	3	4	5	6
Location	1	1	1	0	0	0	1	1	1	0	0	0

Carryout multiple regression analysis to establish the relationship between the number of credit cards and the other variable. Interpret the results.
