

Code No. 1081

FACULTY OF MANAGEMENT**MBA II – Semester Examination, July / August 2016****Subject: Research for Marketing Decisions****Course No. 2.4****Time: 3 Hours****Max. Marks: 80****PART – A (10x2 = 20 Marks)**
[Short Answer Type]**Note: Answer all the questions.****1. Write short notes on the following.**

- a) Marketing research
- b) Cohort analysis
- c) Standard error
- d) Target population
- e) States of nature
- f) Opportunity loss
- g) Run
- h) Assumptions in non-parametric tests
- i) Discriminant function
- j) Purpose of oral presentation

PART – B (5x12 = 60 Marks)
[Essay Answer Type]**Note: Answer all the questions.**

- 2 a) What are the advantages and disadvantages of exploratory research? Compare and contrast between causal and exploratory research.
OR
b) Describe the management science models used in a Marketing Decision Support System. Classify various research designs.
- 3 a) Explain:
 - i) Simulation and
 - ii) Panels method of gathering marketing information.Discuss the reliability and validity of Thurstone's scale.
OR
b) Explain the statistical approach to sample size determination. Discuss the approaches to assessing reliability and validity of a scale.
- 4 a) A manufacturing company is concerned with the possibility of a steel strike. It will cost an extra Rs. 10,000 to acquire an adequate stock pile. If there is a strike and the company has not stockpiled, management estimates an additional expense of Rs. 50,000 in lost sales, late order charges, and so forth. Should the company stockpile or not? Decide on the basis of:
 - i) Maximax
 - ii) Minimax criterion
 - iii) Minimax regret criterions and
 - iv) Equal likelihood criterion.

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OR

- b) National Dairy desires to determine how many kilograms of butter it produces daily to meet the demand. Past records have shown the following demand pattern:

Quantity demanded (Kg)	14	18	22	24	30	40	50
No. of days demand occurred	4	16	20	80	40	30	10

The stock levels are restricted to the range 14-50 Kgs and the butter left unsold at the end of the day must be disposed of due to inadequate storing facilities. Butter costs Rs. 30.00 per kg and is sold at Rs. 40.00 per kg

- i) Construct a conditional profit table
 - ii) Determine the action alternative associated with the maximization of expected profit
 - iii) Determine EVPI.
- 5 a) During one semester a student received, in various subjects, the marks shown below. Use Kxuskal-Wallis Test to test whether there is a difference between the marks in these subjects:

Mathematics	72	80	83	75	
Science	81	74	77		
English	88	82	90	87	80
Economics	90	71	77	70	

OR

- b) Use sign test to see if there is a difference between the number of days required to collect an Accounts receivable before and after a new collection policy.

Before	33	36	41	32	39	47	34	29	32	34	40	42	33	36
After	35	29	38	34	37	47	36	32	30	34	54	38	37	35

- 6 a) Describe the relationship of discriminant analysis to regression. What are the steps in conducting discriminant analysis? Discuss the basic requirements of report preparation.

OR

- b) How is Factor Analysis different from multiple regression? What guidelines are available for interpreting the factors? Describe the steps in Conjoint Analysis.
