Roll No. ☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 02**

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017)   (Sem.–2)

MARKET RESEARCH
Subject Code : MSc.FMM-205
Paper ID : [A2593]

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**

2. **SECTIONS-B consists of THREE Sub-sections : Units-I, II & III.**

3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**

4. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

SECTION-A

Q1   Explain brief :

a) Conclusive research design.

b) Census.

c) Ranking scales.

d) Non-probability sampling.

e) Survey *vs.* observation.

f) Secondary data.

g) Judgment sampling.

h) Data editing.

i) Applications of marketing research.

j) Non-sampling error.

SECTION-B

UNIT-I

Q2   What are the steps involved in marketing research process? Discuss in detail.

Q3   Discuss application of marketing research in areas of new product development and advertising.

UNIT-II

Q4   Distinguish between cross-sectional and longitudinal research design. In what situation would you recommend usage of one over the other?

Q5   Discuss potential sources of error associated with experimentation.

UNIT-III

Q6   Discuss various methods of non-probability sampling.

Q7   A hotel chain is trying to decide about converting more of its rooms to AC rooms. Last year out of a random sample of 400 guests, 210 guests asked for an AC room. This year, 205 guests in a sample of 375 asked for AC rooms. Would you recommend the chain to convert more of tits rooms to AC. Make your recommendations at 5% level of significance.