



Printed Pages : 3

MBAMK02(N)

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7124

Roll No.

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**M.B.A**

**(SEM III) ODD SEMESTER THEORY EXAMINATION 2009-10  
MARKETING RESEARCH**

*Time : 3 Hours]*

*[Total Marks : 100*

*Note : Attempt all questions.*

1. Attempt any four of the following : **4×5=20**
- (a) What is Marketing Research ? What are its managerial uses ?
  - (b) What actions guarantee good marketing research ? List criteria of good marketing research.
  - (c) Can scientific method be applied to marketing ? Explain your answer.
  - (d) Enumerate the different methods of collecting data.
  - (e) What do you understand by the term "Cross-tabulation" ? Describe various modes in which cross-tabulation can be done.
  - (f) What points will you keep in mind while preparing a research report ?



2 Attempt any two parts of the following :  $2 \times 10 = 20$

- (a) What is research design ? Why is it necessary for conducting a study ? How do exploratory, descriptive and causal studies differ from each other ? Explain with examples.
- (b) Describe the steps involved in research process with suitable illustration.
- (c) How researchers evaluate secondary data ? What type of secondary data does the Bureau of census reports make available ?

3 Attempt any two parts of the following :  $2 \times 10 = 20$

- (a) Explain the nature and purpose of a 'questionnaire' used for research studies. How will you design a questionnaire for conducting a market survey ?
- (b) "Attitude is the predisposition of the individual to evaluate some symbol or object or aspect of his world in a favourable or unfavourable manner." Elaborate. Why is attitude measurement so important for the marketer ?
- (c) What is multiphase sampling ? How does it differ from a one stage sample and a multiphase sample ?



4 Attempt any two parts of the following :  $2 \times 10 = 20$

- (a) Write a lucid note on 'Sampling procedure'.
- (b) Discuss the role played by bibliography in context of research report.
- (c) What are the characteristics of a research report ? What functions does this report perform ?

5 Write short notes on any two :  $2 \times 10 = 20$

- (a) Steps involved in testing of hypothesis
  - (b) Types of business problems encountered by the research
  - (c) Use of correlation and regression in analysis of business data
  - (d) Fisher's principles of the experimental design.
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