

(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 2010-11

MARKETING RESEARCH

Time : 3 Hours

Total Marks : 100

Note :— Attempt all questions.

1. Attempt any *four* parts of the following :— (5×4=20)
 - (a) What do you mean by research ? Explain its significance in modern times.
 - (b) Briefly explain the difference between scientific and non-scientific methods of research.
 - (c) Explain the meaning and significance of hypothesis in research. How hypothesis is tested ?
 - (d) Explain the principles of report preparation.
 - (e) What are the typical advantages of using a questionnaire ? What general guidelines should one follow in designing a questionnaire ?
 - (f) How do you ensure that a sample represents its population ?
2. Attempt any *two* of the following :— (10×2=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) "The task of defining the research problem often follows a sequential procedure." Justify.
- (c) Discuss the different ways in which the questions for a questionnaire can be constructed.

3. Attempt any *two* of the following :— (10×2=20)

- (a) Sampling methods are often used in marketing research to gather data. What are some reasons for using sampling techniques instead of taking a census ?
- (b) Suppose that you are interested in measuring performance for various brands of chocolates, by consumers on your campus. Would a ratio scale be appropriate ? If so, how would the measurement be expressed ? What problems arise in this ? What other type of scale might be an appropriate means of measurement ?
- (c) Elaborate the different steps involved in testing of hypothesis.

4. Attempt any *two* of the following :— (10×2=20)

- (a) Find Karl Pearson's coefficient of correlation between sales and expenses of the following ten firms :

Firms	1	2	3	4	5	6	7	8	9	10
Sales ('000 Rs.)	50	50	55	60	65	65	65	60	60	50
Expenses ('000 Rs.)	11	13	14	16	16	15	15	14	13	13

State, whether, there exist a positive or a negative correlation.

- (b) A tea company appoints four salesmen, A B, C, D and observes their sales in three seasons—summer, winter and monsoon. The figures (in lakhs) are given in the following tables :

Seasons	Salesmen				Season's
	A	B	C	D	Total
Summer	36	36	21	35	128
Winter	28	29	31	32	120
Monsoon	26	28	29	29	112
Salesmen Total	90	93	81	96	360

Carry out an analysis of variance and test whether there is any significant difference in the salesmen and in the seasons.

(F-ratio at 5% level of significance, having d.f. (3, 6) = 4.76).

- (c) Distinguish between Correlation and Regression. Why there are two regression lines ?

5. Attempt any *two* parts of the following :— (10×2=20)

- (a) What is the significance of report writing ? Discuss the different steps in writing report.
- (b) To have an impact on reader a research report must have an element of humour and must be entertaining. Discuss.
- (c) What do you understand by the term “cross-tabulation ?” Describe the various methods in which cross-tabulation can be done.