

(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.

(Semester-III) Theory Examination, 2011-12

MARKETING RESEARCH

Time : 3Hours]

[Total Marks : 100

Note : Attempt questions from all Sections as per directions.

The figures in the right-hand margin indicate marks.

Section-A

Attempt *all* parts (Answers are to be given in 50 to 75 words). 2×10=20

1. (a) What is the concept of Marketing Research ?
- (b) Elucidate the need of Marketing Information System.
- (c) What is Secondary data ?
- (d) What do you mean by Dichotomous Questions ?
- (e) Explain Attitude.

- (f) What is sampling?
- (g) Classify the research report.
- (h) Explicate judgemental sampling.
- (i) When are structured questions needed?
- (j) What is analysis of variance?

Section-B

Attempt any *three* parts (Answers are to be given in 100 to 200 words). 10×3=30

2. (a) Differentiate Problem Identification Research and Problem Solving Research.
- (b) What are the components of marketing information system? Discuss the role of Marketing Research in MIS.
- (c) In what situation an open ended question is useful? Discuss the advantages and disadvantages of open ended question.
- (d) What is partial correlation coefficient? Discuss the main use of regression analysis.
- (e) What kind of precautions should be taken into care while making the Research Report?

Section-C

Attempt *all* questions (Answers are to be given in 300 to 500 words). $10 \times 5 = 50$

3. How Scientific method of investigation is useful in Marketing Research ? Distinguish Scientific and Non Scientific Method of Investigation.

Or

Examine the necessity of marketing research during different phases of the administration.

4. What is the general procedure in attitude scaling ? Discuss the limitations of attitude measurement.

Or

What is MIS ? Explain the process of Marketing Information System.

5. What are the various methods of observation ? Discuss its advantages and disadvantages.

Or

What are the uses of secondary data ? How should a researcher process evaluate secondary data ?

6. Write an essay on Marketing Research Process.

Or

What are the various techniques of sampling ?

Discuss the steps in sample design.

7. Discuss the commonly used report format in detail.

Or

Why suggestions and recommendations are required in a research report ? Describe the guidelines for report writing.

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