

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

**PAPER ID : 7124**

Roll No.

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**MBA**  
**(SEMESTER-III) THEORY EXAMINATION, 2012-13**  
**MARKETING RESEARCH**

*Time : 3 Hours ]*

*[ Total Marks : 100*

*Note : The figure in the right-hand margin indicate marks.*

**Section – A**

1. Attempt all : 2 × 10 = 20
- (a) Define Marketing Research.
  - (b) How would you formulate a marketing research problem ?
  - (c) Describe the process of research with the help of various steps involved in it.
  - (d) What do you understand by the term scientific method ?
  - (e) Describe various sources of secondary data.
  - (f) Differentiate between questionnaire and schedule.
  - (g) What is simple random sampling ?
  - (h) Distinguish between correlation and regression analysis.
  - (i) "Poor communication hinders presentation of research findings". Elucidate.
  - (j) What are the conditions under which ANOVA is applicable ?

**Section – B**

2. Attempt any three : 3 × 10 = 30
- (a) How would you relate marketing research with other disciplines of social sciences ?
  - (b) Explain the role of Bayesian Decision theory in marketing research.
  - (c) Define hypothesis. What are its main features ?
  - (d) Compare and contrast the probability and non-probability sampling methods.
  - (e) Highlight the purpose of using various statistical tools in marketing research.

**Section – C**

**Attempt all :**

**5 × 10 = 50**

3. What are the major reasons for growing importance of marketing research in India ?

**OR**

Briefly comment on the problems faced by researchers in conducting marketing research in India.

4. What do you understand by the term research design ? What is its importance ?

**OR**

What are the different types of research designs ? What relationship exists between them ?

5. What is measurement ? What are the scales of measurement ? What information do they provide ?

**OR**

How are attitude rating scales most commonly applied in marketing research ?

6. What are the steps involved in hypothesis testing ? Explain.

**OR**

Why and how would you use t and z test in hypothesis testing ?

7. Highlight the key factors which are to be kept in mind while making a written research presentation.

**OR**

Write a lucid note on report writing.