K-844

MS-501

Marketing Research

Master of Business Administration (MBA)

3rd Semester Examination, 2023 (Dec.)

Time : 2 Hours]   **Max. Marks : 70**

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Why is the methodology of doing marketing research important? Explain elements of research methodology.

2. What do you mean by research design? How are research objectives related to research design? Also, briefly discuss three significant kinds of research design.

3. Differentiate between comparative and non-comparative scaling techniques. Explain any two types of each. Discuss the criteria for selecting an appropriate scale.

4. Explain the different types of questions that most questionnaires would generally use. What points does one need to keep in mind when designing a questionnaire for a mail survey?

5. List out ethical issues encountered by companies and individuals involved in marketing research. Also, suggest possible strategies to handle such issues.

SECTION–B
(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

1. Compare and contrast a company's in-house marketing research versus an outsourced marketing research agency.

2. What are the various sources of primary data?

3. Differentiate between qualitative research techniques and quantitative research techniques.

4. Write a brief note on :
   (a) Sampling frame.
   (b) Census *vs.* sampling.

5. Write short notes on :
   (a) Confidence level.
   (b) P-value.

6. Define hypothesis. Explain one-tailed and two-tailed hypothesis testing.

7. Differentiate between Pearson correlation coefficient and Spearman rank order correlation coefficient.

8. Discuss the components of a good research report.

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