A-0799

MS-501

Marketing Research

Management of Business Administration (MBA)
3rd Semester Examination 2024(Dec.)

Time: 2:00 hrs   Max. Marks: 70

Note : This paper is of Seventy (70) marks divided into Two (02) Section 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.

P.T.O.

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.

[2x19=38]

Q.1. Define marketing research and explain its significance in strategic decision-making. Illustrate your answer with relevant examples from modern businesses.

Q.2. Discuss the various types of research designs used in marketing research. How do these designs contribute to solving marketing problems effectively?

Q.3. Elaborate the steps involved in the marketing research process. Highlight the challenges faced at each stage and suggest ways to overcome them.

Q.4. Explain the concept of sampling in marketing research. Discuss different sampling techniques in marketing research studies.

Q.5. Discuss the role of technology and data analytics in modern marketing research. How do these tools enhance the effectiveness of research? Provide examples.

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.

[4x8=32]

Q.1. Differentiate between primary and secondary data in marketing research.

Q.2. Write a brief note on the importance of hypothesis formulation in research.

Q.3. Explain the role of focus group discussions in qualitative marketing research.

Q.4. What are the key ethical considerations in marketing research?

Q.5. Discuss the importance of questionnaire design in data collection.

P.T.O.

Q.6. Highlight the differences between exploratory, descriptive, and causal research.

Q.7. Briefly explain the application of conjoint analysis in marketing research.

Q.8. Discuss the importance of report writing in the marketing research process.

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