

**A-1365**

Total Pages : 3

Roll No. ....

**MS-501**

**Master of Business Administration (MBA)**

**Marketing Research**

Examination February, 2026

Time : 2:00 Hrs.

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** (2×19=38)

*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.

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( 1 )

P.T.O.

1. Define market and marketing research. Discuss the current status of marketing research in India.
2. “The marketing research process involves several interrelated steps that overlap and do not rigidly follow a particular sequence.” Comment.
3. Explain various Research Designs used in Marketing Research. Compare exploratory, descriptive and causal research designs. Discuss when each design is most suitable, with relevant examples.
4. Explain both primary and secondary data collection methods. Evaluate the strengths and limitations of surveys, observations and depth interviews.
5. Discuss the application of statistical tests (*t*-test, Chi-square, ANOVA). Give examples of marketing problems where each technique is proper.

### **Section–B**

#### **Short Answer Type Questions (4×8=32)**

**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.

1. Distinguish between market research and marketing research.
2. Differentiate between attitude measurement and scaling with suitable examples.
3. How is the marketing decision support system beneficial to marketing research ?
4. What is a focus group discussion ? When is it appropriate to use ?
5. What is meant by sampling distribution ? Why is it important ?
6. Briefly explain the steps in data processing before analysis.
7. What are the key components of a good research report presentation ?
8. Write a short note on any *two* ethical issues in marketing research.

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