

A-735

Total Pages : 3

Roll No.

MS-501

MARKETING RESEARCH

Master of Business Administration (MBA)

3rd Semester Examination, 2024 (June)

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. Explain the marketing research process. How is the success of marketing research measured ?
2. What are the characteristics of a good research design ?
Also, discuss potential errors in research design.
3. Explain in detail the four major types of primary scales of measurement used in marketing research.
4. Discuss null hypothesis, alternative hypothesis, significance level, test statistic, and statistical significance.
5. "Skills required for writing a good report are different from those required for conducting a good research."
Comment. Why objectives of the study be kept in mind when writing a research report ?

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. Explain primary and secondary data. When can another substitute one ?
2. Differentiate between exploratory, descriptive, and causal research design.

3. What are the different ways of conducting a survey ?
Which of these is most suitable in your region ? Why ?
4. Explain sampling errors and non-sampling errors in marketing research.
5. Explain any two probability-sampling techniques and any two non- probability sampling techniques.
6. Explain z-test in detail using suitable example.
7. Write short notes on the following :
 - (a) Multidimensional scaling
 - (b) Perceptual mapping.
8. What is the need of ethics in marketing research.
