

A-0750

Total Pages : 3

Roll No.

MS-501

Master of Business Administration (MBA)

(Marketing Research)

Examination, June 2025

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. Critically analyse the importance of consumer behaviour studies in marketing research. How can businesses leverage consumer insights for competitive advantage ?
2. Describe the various data collection methods used in marketing research. Discuss the advantages and limitations of each method with suitable examples.
3. Explain the strategies to handle potential research errors ? How can this be used to the advantage of a researcher.
4. Explain the significance of hypothesis testing in marketing research. Discuss the steps involved in conducting a hypothesis test using appropriate examples.
5. Discuss the concept of market segmentation and its role in marketing research. How can segmentation help in developing effective marketing strategies ?

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. Define the concept of reliability and validity in research.
2. Briefly explain the differences between qualitative and quantitative research.
3. What is a Likert scale ? Explain its use in marketing research.
4. Write a note on the importance of trend analysis in marketing research.
5. Discuss the application of cluster analysis in market segmentation.
6. Highlight the importance of pilot testing in research.
7. Explain the use of secondary data sources in marketing research.
8. Discuss the importance of visual aids in presenting research findings.
