

Roll No.

Total No. of Questions : 17

Total No. of Pages : 02

MBA (2018 Batch) (Sem.-3)
MARKETING RESEARCH
Subject Code : MBA-302-18
M.Code : 76890

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Define marketing research
2. Structured questionnaire
3. What is test marketing?
4. Expert validity
5. Content analysis
6. Discuss in brief the problems faced by the researcher in gathering primary data in the field.
7. What is research design?
8. Randomized design

SECTION-B

UNIT-I

9. What do you understand by market research? Discuss the important steps and general methodology for data collection.
10. Explain various types of sources for secondary data and their relevance for marketing research.

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UNIT-II

11. Elaborate the concept of causal research designs.
12. What are basic methods of qualitative research? Discuss steps for developing research proposal.

UNIT-III

13. Explain the need of reliability and validity testing for a scale.
14. Write notes on Likert scale, semantic differential scale and measurement errors in marketing.

UNIT-IV

15. Discuss significance of data analysis. Does analysing data leads to some meaningful conclusions.
16. Discuss in detail the multivariate analysis.

SECTION-C

17. Case Study :

You are a manager in research agency who have been given a task to study the effect of television advertisement of Baby Food on buying propensity of viewers, a target population will be parents and would-be parents of children aged 5 years or below in Punjab. However, you know it is practically difficult to gather data of all the television viewers who are either parents or would-be parents residing in Punjab.

Questions :

- a. Suggest the possible probability and non probability methods by you as a researcher could use to select a sample out of the entire population, based on Punjabi population. Further, it is important to note that, sample and target population should be similar to each other. (6)
- b. What would you believe be the correct sample size and reasons thereof. (3)
- c. What kind of questionnaire you would use. (3)

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SECTION-A

Please elaborate the following :

1. Constant sum scale
2. Motivation research
3. Reliability
4. Copy testing
5. Nomological validity
6. Time series data
7. Ex post facto design
8. Item analysis

SECTION-B

UNIT-I

9. What is nature of marketing research? How does it support decision making?
10. Write short notes on :
 - a) Primary data
 - b) Sources of secondary data

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UNIT-II

11. What principles you would consider to choose the type of design to be used for causal research.
12. Discuss relevance and significance of observational research in marketing.

UNIT-III

13. Explain the types of reliability and validity testing for a scale.
14. What are different types of measurement instruments? Discuss the development of questionnaire.

UNIT-IV

15. Write down steps involved in data analysis using regression.
16. What is factor analysis? How does it help in interpretation of results?

SECTION-C

17. CASE STUDY :

You are a manager in research agency who have been given a task to study the effect of social media advertisement of fashion accessories on buying propensity of users, a target population will be teenagers and young adults aged between 15-25 years in Chandigarh tricity. However, you know it is practically difficult to gather data of all the social media users who are target customers

Questions :

- a) Suggest the possible probability and non probability methods you as a researcher could use to select a sample out of the entire population. (3)
- b) Discuss the strategies and tactics to conduct social media market research on each social media platform. (6)
- c) What kind of questionnaire you would use. (3)

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SECTION-A

Write Briefly :

1. What do you mean by exploratory research design?
2. What is the first step of marketing research process?
3. Write a brief note on indirect observation research.
4. Write a short note on marketing research.
5. Explain ordinal scale of measurement.
6. What is before-after design?
7. Briefly describe content validity.
8. What do you mean by alpha scale of data analytics?

SECTION-B

UNIT-I

9. Discuss the concept of marketing research. Explain various types of marketing research.
10. Explain nature and scope of marketing decision making.



UNIT-II

11. What do you mean by observation research? Explain in detail.
12. Describe purpose and nature of developing research proposal

UNIT-III

13. What are the major factors that should be considered while designing a questionnaire?
14. What is the concept of reliability? Discuss its types in detail.

UNIT-IV

15. Highlight the concept of factor analysis. What are the major uses of factor analysis in marketing research?
16. Explain correlation. Discuss its properties and where we can apply correlation in research?

SECTION-C

17. Study the following case and answer the question(s) that follow:

World Business School (WBS), one of the top 30 Indian Business Schools, is planning to launch an innovative 'learn while you earn' program. Named 'Work Integrated Career Enhancement (WICE) program, this program aims to offer a two-year PGDM program with custom-made specializations, including digital marketing etc. While the director, Dr. Gupta was excited about the program, his colleague, Dr. Arora wishes to get the relevant secondary data to validate the introduction of this innovative program. But there are following problems :

Questions :

- a. How should Dr. Nitin's team go about getting the relevant secondary data that can enable the introduction of this program?
- b. What are the sources of relevant and reliable secondary data?
- c. What is the appropriateness of secondary data for the defined marketing research problem?

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