

2853

6

- (d) Focus Groups
- (e) In-depth interviews
- (f) Projective techniques
- (g) Factor Analysis
- (h) Measuring advertising effectiveness (5,5,5,5)

(100)

53

is question paper contains 6 printed pages.]

Your Roll No.

M.COM. : SEMESTER - IV (OC) F

Paper No. - 7122

Marketing Research (MR)

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately on receipt of this question paper.)

All five questions must be attempted. Please write Serial No. of the part (a, b, c, d, e) of each question attempted.

1. (a) Explain with the help of an appropriate example the sequence of steps involved in a marketing research project. (10)

and

- (b) How will the first three steps in the marketing research process change while : (i) identifying a potential opportunity, (ii) Developing marketing plans (iii) Choosing between two alternatives. (10)

P.T.O.

2853

2

OR

(c) What is a research design? What are the major decisions that must be made in formulating a research design? (10)

and

(d) The manufacturers of a leading fruit yoghurt brand has a large advertising budget. He allocates this budget equally between TV and magazines. He would like to test the effectiveness of using TV only and the effectiveness of using magazines only. What kind of experimental design should be used? Give reasons. (10)

2. (a) Distinguish between primary and secondary data and explain the significance of secondary data. What are the steps involved in evaluating secondary data. (10)

and

(b) Mention some (or five) sources of secondary data in India that may be relevant for Marketing Research. (5)

2853

3

and

(c) What are the 4 methods by which data can be collected in a survey? What are their relative strengths and weaknesses? (5)

OR

(d) Distinguish between structured non disguised and non structured disguised questionnaire. Use suitable examples. (10)

and

(e) Critically evaluate the use of the following types of questions giving a suitable example in each case.

(i) Multiple choice questions

(ii) Leading questions

(iii) Dichotomous questions

(iv) Open ended questions (10)

3. (a) Explain with the help of examples the following scales

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- (i) Nominal
- (ii) Ordinal
- (iii) Interval
- (iv) Ratio (10)

and

- (b) "A large sample does not necessarily mean that it is a representative sample" critically examine. Do you agree? Give reasons. (10)

OR

- (c) What is the semantic differential scale? How is it used in Marketing Research to measure attitudes? (10)

and

- (d) Suppose that the response rate in a mail survey is extremely poor what steps would you take to improve it? (10)

4. (a) What are the conditions necessary for the use of

- (i) t-test

- (ii) chi-square test
- (iii) z test
- (iv) ANOVA (10)

and

- (b) What is the need for report writing? Describe the report format. (10)

OR

- (c) What are the different type of experimental research designs available to a researcher? (10)

and

- (d) What is test marketing and under what circumstances should, a company undertake test marketing? (10)

5. Write short notes on any **four** of the following:

- (a) Multi Dimension Scaling
- (b) Pre-testing the questionnaire
- (c) Role of internet in marketing research