

Roll No.....

M. Com: Sem IV

Paper No. 7122

Subject: Marketing Research (MR)

S. No. **7745**

Max marks: 100

Instructions: Attempt all Questions. All Questions carry equal marks Please write serial no of the part (a, b, c, d, e or f and so on) of each question attempted.

1. Explain with the help of an appropriate example the sequence of steps involved in the marketing research process

10

and

b Indicate whether the following are conclusive or exploratory research studies and provide reasons for your answer?

i) A study to estimate the market potential of a new brand

ii) A study to forecast the demand for a new post graduate course by a private University...

iii) A study to identify the reasons for the declining sales of a brand of microwave ovens

10

OR

c. What is a research design? What are the major decisions that must be made in formulating a research design? How does it differ from Marketing Research Process?

10

\ and

d. The manufacturers of a leading ice cream brand have 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 five different sources of secondary data in India that may be relevant for Marketing Research. Related to consumer products. 10

OR

c. What are the different methods by which data can be collected in a survey? What are their relative strengths and weaknesses of different methods? 10

OR

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

3. . . (a) What is the semantic differential scale? How is it used in Marketing Research to measure attitudes? 10

and

(b). List and discuss the different type of errors that can arise during collection of primary data from a survey? What methods would you use to minimize interview cheating? 10

OR

(c). What is "attitude measurement"? What are the different methods of measuring attitudes of consumers? 10

and

(d) . Explain in brief the criteria that may be used for sales analysis. Use suitable examples to illustrate. ? 10

4. (a) . What are the main considerations in developing a questionnaire? Discuss with reference to developing a questionnaire for the Indian market. 10

And

(b) What ethical issues are important in marketing research? Discuss with respect to the stakeholder approach. 10

OR

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

and

(d). What are the conditions necessary for the use of

i) t-test ii) chi-square test iii) z test iv) ANOVA 10.

5. Write short notes on any four of the following: (5,5,5,5)

- a. Factor Analysis
- b. Pre-testing the questionnaire
- c. Role of internet in marketing research
- d. Focus Groups
- e. In-depth interviews
- f. Scientific method in marketing research.
- g. Multi Dimensional Scaling.
- h. Random Sampling methods.