

[This question paper contains 4 printed pages.]

4150

Your Roll No.

M.COM. : SEMESTER – IV (OC) G

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.)*

*There are a total of **five** questions.*

*Attempt all the **five** questions.*

Attempt all parts of a question at one place.

Be specific and precise in your answers.

1. (a) Define marketing research. Also discuss its major applications and limitations ? (8)
- (b) Differentiate between *management problem* and *research problem* ? Also discuss the steps involved in correctly formulating a research problem. (12)

OR

- (c) What is focus group discussion ? Also discuss major advantages and limitations associated with the use of this research method. (8)

P.T.O.

- (d) Discuss the relative strengths and weaknesses of personal, mail and telephone methods of conducting interviews. (12)
2. (a) What is conclusive research? Also discuss methods/designs available for conducting conclusive research? (8)
- (b) What are in-depth interviews? When is it desirable to conduct such interviews? Also discuss the way one should go about effectively conducting focus group discussions. (12)

OR

- (c) Differentiate between *explorative* and *descriptive researches*. Also discuss advantages and limitations of each of these types of researches. (8)
- (d) Giving suitable examples, explain and differentiate between the following :
- (i) Open- and close-ended questions
- (ii) Convenience and judgmental sampling (12)
3. (a) What is '*non-structured non-disguised questioning*'? What are its strengths and weaknesses? (8)

- (b) What is stratified random sampling ? How does it differ from quota sampling ? What issues does one need to resolve while using stratified random sampling. (12)

OR

- (c) Discuss the precautions one should keep in mind while organizing field work and data collection. (8)
- (d) What are non-sampling errors ? What are the major causes of such errors ? What possibly can be done to minimize such errors ? (12)
4. (a) Differentiate between *concept testing* and *product testing* ? Also discuss methods that can be used for product testing. (8)
- (b) What is advertising research ? Also discuss its specific applications in connection with planning and executing an advertising campaign. (12)

OR

- (c) Mr. Shah is the marketing manager of a national electronic consumer goods marketing organization. For last couple of years, the company has witnessed a decline in its sales. Mr. Shah wants the marketing research department to do a study to determine reasons for decline in sales.

P.T.O.

(i) Which research design, viz., exploratory, descriptive or causal research, should the marketing research department use, and why? (8)

(ii) What data need to be collected by the research department and from whom and what sources? (12)

5. Write notes on any **two** of the following :

(i) Observation method

(ii) Projective techniques

(iii) Marketing research in India (10,10)