

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 1289**

Roll No.

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**MBA****(SEM. III) ODD SEMESTER THEORY****EXAMINATION 2013-14****MARKETING RESEARCH***Time : 3 Hours**Total Marks : 100***Note :-** Attempt questions from each Section as per instructions.**SECTION-A**

1. Attempt **all** parts of this question in **50-75** words. Each part carries **2** marks. **(10×2=20)**

- (a) What is meant by research ?
- (b) Distinguish between quantitative and qualitative research.
- (c) What is meant by market information ?
- (d) Explain the concept of test marketing.
- (e) What is cluster analysis ?
- (f) Explain the concept of sales forecasting.
- (g) Explain the concept of viral marketing research.
- (h) What are exploratory research designs ?
- (i) Differentiate between Survey and Observation.
- (j) Differentiate between Interval and Ratio Scales.

**SECTION-B**

2. Attempt any **three** parts in **100-200** words. Each part carries **10** marks. **(10×3=30)**

- (a) Describe various research activities covered under the head marketing research.

- (b) What is marketing information system ? Describe its major components.
- (c) Briefly discuss the steps involved in the process of hypothesis testing.
- (d) What is a research design ? Differentiate between exploratory and descriptive research design.
- (e) Differentiate between probability and non probability sampling methods.

### SECTION-C

**Note :-** Attempt all questions in 300-500 words. Each question carries 10 marks. (10×5=50)

- 3. What do you understand by marketing research ? How does marketing research help managers in making decisions ? Explain.

OR

What do you mean by a questionnaire ? Briefly describe the steps involved in questionnaire designing procedure.

- 4. What is experimentation ? Explain various informal experimental designs.

OR

Describe various sources of secondary data. Also discuss the advantages and disadvantages of secondary data.

- 5. What do you mean by scaling ? Describe comparative and non comparative scaling.

OR

Briefly discuss various objective and subjective methods of sales forecasting.

- 6. What is factor analysis ? Describe the statistics associated with factor analysis.

OR

Describe various steps involved in conducting multi-dimensional scaling.

- 7. Write short notes on any two of the following :

- (a) Cross tabulation
- (b) Chi square test
- (c) Depth interviews
- (d) Marketing Information System.