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Total No. of Pages : 02

Total No. of Questions : 17

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) What is the nature of Marketing Research?
- 2) What do we mean by syndicated sources of data?
- 3) Distinguish between sampling and non-sampling error.
- 4) When do we use time series design?
- 5) Describe the true score model.
- 6) Distinguish between standardization and generalizability.
- 7) What is the purpose of correlation?
- 8) Why is observation research needed?

SECTION-B

UNIT-I

- 9) Explain the marketing research process in detail.
- 10) Explain the various types of research designs in marketing research.

UNIT-II

- 11) Explain the types of observation research with examples.
- 12) Describe the use of a control group. Why is it needed? Explain the Latin square design.

UNIT-III

- 13) Describe the various scales of measurement in research. Which scale is mostly used for Marketing?
- 14) Explain the different forms of reliabilities. What is coefficient Alpha?

UNIT-IV

- 15) What is factor analysis? Describe the various steps for factor analysis in an SPSS sheet.
- 16) What is the importance of Regression analysis? Under what circumstances is it used? Explain using regression equation.

SECTION-C

17) Case study :

Pastry World Inc. wanted to test a newly developed pastry roll. Since this company was a relatively new and small bakery, the research director asked one of the company employees, Mrs. Kemper, if she would invite 15 women to her home for a party in which the women would test the new product. The women would be told in advance that they were to test a new pastry product. Mrs. Kemper was told that she could invite neighbors and friends. However, she was instructed to invite only married women with children. Three of the women selected had to have family incomes of under \$8000; five had to have incomes between \$8000 and \$12,000; and seven could have incomes over \$12,000. Also, seven of the group had to work during the day.

Questions :

- a. What method of sample selection is being used in the case?
- b. What sources of error might distort the result?
- c. Briefly comment on the validity of this procedure for the problem at hand.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.