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Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.-3)
MARKETING RESEARCH
Subject Code : MBA-302-18
M.Code : 76890
Date of Examination : 11-12-2023

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

Write Briefly :

1. What do you mean by exploratory research design?
2. What is the first step of marketing research process?
3. Write a brief note on indirect observation research.
4. Write a short note on marketing research.
5. Explain ordinal scale of measurement.
6. What is before-after design?
7. Briefly describe content validity.
8. What do you mean by alpha scale of data analytics?

SECTION-B

UNIT-I

9. Discuss the concept of marketing research. Explain various types of marketing research.
10. Explain nature and scope of marketing decision making.

UNIT-II

11. What do you mean by observation research? Explain in detail.
12. Describe purpose and nature of developing research proposal

UNIT-III

13. What are the major factors that should be considered while designing a questionnaire?
14. What is the concept of reliability? Discuss its types in detail.

UNIT-IV

15. Highlight the concept of factor analysis. What are the major uses of factor analysis in marketing research?
16. Explain correlation. Discuss its properties and where we can apply correlation in research.?

SECTION-C

17. **Study the following case and answer the question(s) that follow:**

World Business School (WBS), one of the top 30 Indian Business Schools, is planning to launch an innovative 'learn while you earn' program. Named 'Work Integrated Career Enhancement (WICE) program, this program aims to offer a two-year PGDM program with custom-made specializations, including digital marketing etc. While the director, Dr. Gupta was excited about the program, his colleague, Dr. Arora wishes to get the relevant secondary data to validate the introduction of this innovative program. But there are following problems :

Questions :

- a. How should Dr. Nitin's team go about getting the relevant secondary data that can enable the introduction of this program?
- b. What are the sources of relevant and reliable secondary data?
- c. What is the appropriateness of secondary data for the defined marketing research problem?

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.