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Total No. of Pages : 02

Total No. of Questions : 10

MBA (Sem.-3)
MARKETING RESEARCH

Subject Code : MBA302-18

M.Code : 76890

Date of Examination : 29-11-2024

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. Write briefly:

- a) What is descriptive research design?
- b) Explain the concept of marketing decision making.
- c) What do you mean by direct observation method?
- d) Write a brief note on after-only design.
- e) Write a short note on validity.
- f) Briefly define interval scale of measurement.
- g) Explain assessing reliability.
- h) Write a short note on the concept of generalizability.

SECTION-B

UNIT-I

2. What do you understand by secondary data? Describe the sources of secondary data in marketing research.
3. Elaborate marketing research process in detail.

UNIT-II

4. What do you mean by casual research? Explain various research design we can use in casual research.
5. Explain nature and evaluation of developing research proposal.

UNIT-III

6. What do you mean by scale of measurement? Describe different types of scales used in marketing research.
7. What the concept of validity? Discuss main types of validity.

UNIT-IV

8. Explain the concept of factor analysis with its uses in marketing research.
9. Define regression, its types and where we can use regression analysis in the context of marketing research.

SECTION-C

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

Although Varun Supermarket Retail (P) Ltd. (VSRPL) is positioned in the prime area in the city where many educational institutions (colleges and schools), shopping complexes, independent shops, chain stores etc. are located, it witnessed a decreasing sales trend for the past year. Moreover, the founder, Varun Kumar, observed a decrease in repeat customers in the last few months. When Varun, approached his mentor for a solution, he was suggested that he should get a market research done. He could take help of students / interns to take this project as their internship project.

Questions :

- a) Design a brief questionnaire (without demographics / personal questions) having 7-8 statements in light of the above issue.
- b) Discuss how factor analysis can help in highlighting the problem variables.

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.