

**576331(76)**

**M. B. A. (Third Semester) Examination,  
Nov.-Dec. 2020**

**(Management Branch)**

**MARKETING RESEARCH**

***Time Allowed : Three hours***

***Maximum Marks : 80***

***Minimum Pass Marks : 32***

***Note : All question are compulsory. Internal choice  
have been provided in each question.***

**Unit-I**

1. “The marketing research process involves a number of inter-related activities which overlap and do not rigidly follow a particular sequence.” Comment.

[ 2 ]

Or

Why is the formulation of a research problem regarded as important? How to distinguish between management decision problem and marketing research problem?

### Unit-II

2. Write short notes on : (any four)

- (i) Six We of descriptive research
- (ii) Cohort Analysis
- (iii) Cross-sectional and longitudinal designs
- (iv) Major components of research design
- (v) Difference between exploratory and conclusive research
- (vi) Potential sources of error that can affect research design

### Unit-III

3. Describe questionnaire design process.

Or

Describe sampling design process.

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[ 3 ]

### Unit-IV

4. Two researchers adopted different sampling techniques while investigating the same group of customers to find the number of customers falling in different buying-intelligence levels.

Researcher	No. of Customers in each level				Total
	Below Average	Average	Above Average	Genius	
1	86	60	44	10	200
2	40	33	25	02	100
Total	126	93	69	12	300

Are the two sampling techniques and buying intelligence significantly independent? (Use  $\alpha = 0.05$ )

### Unit-V

5. Write a detailed note on applications of marketing research.

Or

Write a detailed note on the environment for International Marketing Research.

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