Shri Shankaracharya Institute of Professional Management & Technology
DEPARTMENT OF MANAGEMENT STUDIES
QUESTIONS BANK
Marketing Research 576331(76)

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RAIPUR

1. Define marketing research.

2. What is research design?

3. What is panel research?

4. What are the elements of data analysis?

5. Explain the purpose of coding.

6. Explain the scope, importance and limitations of marketing research.

7. Explain the various steps involved in marketing research process.

8. Explain different methods of data collection and the components of dataanalysis and interpreting.

9. Explain the methods of sampling with examples.

10. Differentiate factor and cluster analysis with examples.

11. Define multivariate analysis. What are the factors to be considered while drafting a marketing research report?

12. Explain the application of marketing research in advertisement.

13. Discuss the ethical issues in marketing research in detail.

14. What are the problems faced by researchers while they are conducting research in developing countries?

15. What is questionnaire? What are its purposes? Explain the important considerations while designing a questionnaire.

16. Differentiate between marketing research and market research.

17. How is traditional panel different from omnibus panel?

18. Define primary data and secondary data.

19. Explain the main considerations while designing questionnaires.

20. What is the basic consideration where Factor Analysis is applied?

21. What is multiple regression analysis?

22. What is product research?

23. Explain the role of marketing research in advertising.

24. Explain the importance and limitations of marketing research.

25. Explain the followings:
    (a) Nominal Scale
    (b) Ordinal Scale
    (c) Interval Scale

(d) Ratio Scale

26. Distinguish between Non-Probability and Probability Sampling.

27. Prepare generic lay out of a research report.

28. Describe the procedure for conducting discriminant analysis.

29. What is cluster analysis? How is it conducted?

30. What are the situations where multidimensional scaling is applied?

31. What is conjoint analysis? When is it applied? How is it conducted?

32. Prepare Questionnaire on customer satisfaction with various parameters of Hyundai Elite i20?

33. Which are the Internal and External sources of secondary data for marketing research?

34. Which are the Internal and External sources of secondary datafor marketing research?

35. Explain the various types of research design.

36. What types of secondary data could be useful to inform the development of the questionnaire? Identify at least three types of useful data, describe where each might be found, and explain why each is important.

37. 'Sampling is the art of gathering information of the whole of the target population in the minimum most effort.' Explain the statement. Discuss the various types of sampling techniques.

38. Explain the various sample size determination techniques. The company which is planning to launch stationary products in Raipur city and for which it wants to conduct a survey of consumer intention has to go for deciding sample size. Advise the sample size determination technique to the company.

39. Make distinction between closed and open ended questions. A company is planning to launch stationary products in Raipur city for which it wants to conduct a survey of consumer intention. Prepare a questionnaire to conduct the survey.

40. Explain the steps involved in designing a questionnaire with examples.

41. Explain the elements of Factor Analysis.

42. Explain the steps involved in the process of data preparation with examples.

43. Synergy Ltd. is organising a training programme for its 500 employee to improve performance. Some attend the programme while others not. The observation is as follows:

View	Improve	Not Improve
Attend	132	91
Not Attend	140	137

Is the training is any effective? Test at 5% level of significance.

44. Three brands of detergents have been used in three water temperatures to wash similar kinds of cloths. The cleanliness is observed as follows:

	Surf Excel	Tide	Wheel
Cold	5	7	18
Normal	7	12	21
Warm	10	14	25

Test if there is any difference because of

- Brands
- Water temperature

45. There are three samples of variable X namely X_1, X_2 and X_3 parallel to which covariates of Y are respectively Y_1, Y_2 and Y_3. Find if the samples are different influenced by the covariates for the data as follows:

Group I		Group II		Group III	
X_1	Y_1	X_2	Y_2	X_3	X_3
3	5	4	7	3	7
7	7	5	7	9	9
7	9	9	7	11	9

46. What is multivariate analysis? Explain different types of multivariate analyses and their applications.

47. XYZ ltd. is willing to measure the impact of its motivational programme on the performance of its employees. Which analytical tool will be used and why?

48. What are the applications of marketing research in various marketing activities? Discuss.

49. Explain the environmental factors in international marketing research.

50. Write Short notes on the following:
    (i) Skimming and Penetration Pricing
    (ii) Market Segmentation
    (iii) Brand Positioning
    (iv) Copy Testing