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**M. B. A. (Third Semester) Examination,
Nov.-Dec. 2021**

(New Scheme)

(Specialization : Marketing Management)

(Management Branch)

MARKETING RESEARCH (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Part (a) of each unit is compulsory. Solve any two part from (b), (c) and (d) portion of each unit.

Unit-I

1. (a) Define Marketing Research.

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- (b) How will you classify marketing research on the basis of problem identification research and problem solving research. Explaining giving example of each. 7
- (c) Explain the importance of clearly defining the problem while conducting research. What are the task involved in clearly defining the problem? 7
- (d) Explain the following terms related to research process : 7
- (i) Analytical model
 - (ii) Research question
 - (iii) Hypothesis

Unit-II

2. (a) What is the difference between exploratory and conclusive research design? 2
- (b) Compare exploratory. Descriptive and causal research design based on following heads objective, characteristics, methods of data collection. End use. 7
- (c) What are different qualitative research? Procedure based on direct an indirect approach. Explain focus group in detail. 7

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- (d) What are different type of extraneous variable, which have to be taken care of while conducting experimental research. How there effect can be removed by radomization and matching? 7

Unit-III

3. (a) Explain coding of data. 2
- (b) What are different primary scale of measurement explain each by giving examples? 7
- (c) Write short notes on : 7
- (i) Quota sampling
 - (ii) Simple random sampling
- (d) What are the issues which one should give attention to while choosing a questioner wording? 7

Unit-IV

4. (a) Name two technique each of conducting univariate, bivariate and multivariate analysis. 2
- (b) An automobile company provides you with the following information about the age group and the

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liking for a particular model a car. Which if plan to launch on the basis of below given data can it be concluded that the model appeal is independent of the age of respondent? 7

Use $\alpha = 0.05$

Give $Y_{0.05} = 5.9915$

People who	Below 25	25-50	50 and above
Liked car	45	30	25
Dislike car	55	20	25

(c) The following data relates to job stress quotients for 20 randomly selected managers in a large organisation. 7

	Managerial level			
	Low	Mid	Upper	Top
	73	51	36	78
	84	58	38	64
Stress quotients	60	83	46	63
	53	56	72	61
	74	40		42
	49			

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Do these data support the hypothesis that there is a difference between mean stress quotients for the four level of managers.

Test at 0.05 level of significance

Given : $F(3, 16)$ at $\alpha = 0.05 = 3.23$.

(d) Explain how factor analysis is conducted. Why it is called a data reduction technique? 7

Unit-V

5. (a) State certain areas of marketing, in which marketing research is useful. 2
- (b) Describe the frame work under which a International Marketing research is conduct. How the designing of questioner for conducting International Marketing research is different from conventional questioner. 7
- (c) Explain, why keeping high ethical value is important in conducting marketing research proposal. 7
- (d) Write short notes on : (any two) 7
 - (i) Discriminant Analysis

(ii) Cluster Analysis

(iii) Multiple Regression Analysis

Unit-V

(a) State certain areas of marketing in which marketing

research is useful

(b) Describe the firms work under which a international

marketing research is conducted. How the designing

of questionnaire, interviewing international marketing

research is different from conventional questionnaire

(c) Explain why sampling with ethical value is important

in conducting marketing research projects

(d) Write short note on (any two)

(i) Discriminant Analysis