



Printed Pages : 3

MBAMK02(N)

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7124

Roll No.

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M.B.A

(SEM III) ODD SEMESTER THEORY EXAMINATION 2009-10
MARKETING RESEARCH

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions.

1. Attempt any four of the following : 4×5=20

- (a) What is Marketing Research ? What are its managerial uses ?
- (b) What actions guarantee good marketing research ? List criteria of good marketing research.
- (c) Can scientific method be applied to marketing ? Explain your answer.
- (d) Enumerate the different methods of collecting data.
- (e) What do you understand by the term "Cross-tabulation" ? Describe various modes in which cross-tabulation can be done.
- (f) What points will you keep in mind while preparing a research report ?

2. Attempt any two parts of the following : 2×10=20

- (a) What is research design ? Why is it necessary for conducting a study ? How do exploratory, descriptive and causal studies differ from each other ? Explain with examples.
- (b) Describe the steps involved in research process with suitable illustration.
- (c) How researchers evaluate secondary data ? What type of secondary data does the Bureau of census reports make available ?

3. Attempt any two parts of the following : 2×10=20

- (a) Explain the nature and purpose of a 'questionnaire' used for research studies. How will you design a questionnaire for conducting a market survey ?
- (b) "Attitude is the predisposition of the individual to evaluate some symbol or object or aspect of his world in a favourable or unfavourable manner." Elaborate. Why is attitude measurement so important for the marketer ?
- (c) What is multiphase sampling ? How does it differ from a one stage sample and a multiphase sample ?



4 Attempt any two parts of the following : **2×10=20**

- (a) Write a lucid note on 'Sampling procedure'.
- (b) Discuss the role played by bibliography in context of research report.
- (c) What are the characteristics of a research report ? What functions does this report perform ?

5 Write short notes on any two : **2×10=20**

- (a) Steps involved in testing of hypothesis
- (b) Types of business problems encountered by the research
- (c) Use of correlation and regression in analysis of business data
- (d) Fisher's principles of the experimental design.