



Printed Pages : 2

MBA – 421

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

**PAPER ID : 7055**

Roll No.

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**M. B. A.**

**(SEM. IV) EXAMINATION, 2006-07**

**MARKETING RESEARCH**

*Time : 3 Hours]*

*[Total Marks : 100*

*Note : Attempt all questions, The figures on the right indicate marks.*

**1** Attempt any **two** of the following. **10×2=20**

- (a) Marketing Research is the function which links the consumers, customer and public to the marketers through information.” Justify it.
- (b) How can we talk about scientific research in marketing when we don’t have accurate instruments to measure consumer attitude? Discuss with examples.
- (c) Discuss the interaction barrier between marketing manager and marketing researchers.

- 2**
- (a) Evaluate the implication of exploratory Research and Conclusive Research in view of the conditions in which they are used. **10**
  - (b) What is ‘Research Design’? Why is research design necessary to conduct a study? **10**

**OR**

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**1**

**[Contd...**

- 2 (a) What characteristic, differentiate an experimental design from a descriptive design? **10**  
(b) Discuss Factorial Design and analyse the problem in its implementations. **10**
- 3 Attempt any **two** of the following : **10×2=20**  
(a) How secondary data are different from primary data? What are the advantages of using online data bases from the viewpoint of a professional marketing research firm?  
(b) What is 'observation'? What are the advantages and limitations of observation as a method of collecting information?  
(c) 'Questionnaire construction is more of an art than a science.' Examine this statement.
- 4 Attempt any **two** of the following : **10×2=20**  
(a) Define multidimensional scaling and discuss its advantages.  
(b) What do you understand by attitude measurement? Discuss the various methods of collecting attitude data.  
(c) Develop an attitude scale, or a battery of attitude items, to be used by a beer producer inquiring about the products image on the following items; taste, cost, status, calories and quality.
- 5 Attempt any **two** of the following : **10×2=20**  
(a) What is a convenience sample? In what situation should such a sampling method be used?  
(b) Discuss the problems faced by researcher in gathering primary data in the field.  
(c) What is the purpose of presenting data in a tabular form?

