

--	--	--	--	--	--	--	--	--	--

**MBA**  
**(SEM III) ODD SEMESTER EXAMINATION 2015-16**  
**MARKETING RESEARCH**

[TIME: 3 hrs]

[Max. Marks: 100]

Q1- Attempt any **four** of the following.

[5x4=20]

1. Define **Market Research** with example.
2. Define **Primary** and **Secondary Data** with example.
3. What is **Attitude Scale**, illustrate with examples.
4. What is **Semantic Differential Scale**, explain with example.
5. What is difference between **Observation, Hypothesis, Theory** and **Law** illustrate in brief with example.
6. Define **Sampling**, illustrate with examples.

Q2- Attempt any **four** of the following:

[5 x4=20]

1. Differentiate between **Probability** and **Non-probability Sampling**.
2. Write short note on problems associated with sampling.
3. What is **Marketing Information System**, illustrate with examples?
4. What is **Type-2 Error**, illustrate with examples?
5. Define **Nominal, Ordinal** and **Interval-Ratio** data types, explain with suitable example.
6. What is **Sampling Error**, illustrate with examples?

Q3-Attempt any **two** of the following:

[10x2=20]

1. Write a short note on Market Research Process.
2. Write a brief on the Advantages and Disadvantages of Primary Data and Secondary Data.
3. Enlist a minimum of ten precautions to be taken in preparation of questionnaire.

Q4-Attempt any **two** of the following:

[10x2=20]

1. Differentiate between Questionnaire Method and Observation Method of collecting data.
2. List essential characteristics for selecting secondary data. Give two hypothetical examples where secondary data may be used in Market Research.
3. What are the various techniques of sampling and when are they used?

Q5-Attempt any **two** of the following:

[10x2=20]

1. Write a short note on Correlation; discuss Karl-Pearson's and Spearman's rank coefficient of correlation with formulae.
2. Write a short note on Hypothesis Formulation, illustrate with an example of Null and Alternate Hypothesis.
3. Write a short note on ANOVA; when and why is it used.