Paper Code: MBA- MK-02   **Roll No.**

M.B.A.
THIRD SEMESTER EXAMINATION, 2016-17
MARKETING RESEARCH

[Time: 3 hrs.]   [Max. Marks: 100]

Note: Attempt all questions. All questions carry equal marks.

1. Attempt any four parts of the following:-   **[5×4=20]**

   (a) Define marketing research. Briefly discuss its application in business and industry.
   (b) Differentiate between primary and secondary data with suitable examples.
   (c) What is meant by measurement scale? Briefly describes various types of measurement scales.
   (d) Differentiate between probability and non-probability sampling.
   (e) List out the assumptions of parametric tests.

2. Attempt any two parts of the following:-   **[10×2=20]**

   (a) What is research design? Briefly discuss various types of research designs and also list out features of a good research design.
   (b) List out the relative advantages and disadvantages of questionnaire, observation and interview methods of data collection.
   (c) What is secondary data? Discuss the sources of secondary data and also relative advantages and disadvantages of using secondary data in research.

3. Attempt any two parts of the following:-   **[10×2=20]**

   (a) What are the guiding considerations in the construction of the questionnaire? Explain.

   (b) A certain drug is claimed to be effective in curing cold. In an experiment on 500 persons with cold, half of them were given the drug and half of them were given the sugar pills. The patient's reactions are recorded in the following table:

	Helped	Harmed	No Effect	Total
Drug	150	30	70	250
Sugar Pills	130	40	80	250
Total	280	70	150	500

On the basis of this data can it be concluded that there is a significant difference in the effect of the drug and sugar pills. (χ^2 value for 2 degree of freedom at 5% level of significance is 5.99)

   (c) What is the importance of statistics in research? How to select a statistical test for a given research problem?

4. Attempt any two parts of the following:- **[10×2=20]**

    (a) What is validity of a measurement scale? Discuss various types of validity and also differentiate validity with reliability.

    (b) What is sampling? Discuss the advantages and limitations of sampling. Briefly explain various steps involved in formulation of sampling design.

    (c) What is attitude? Discuss the three components of attitude and briefly explain the usefulness of Likert scale in marketing research.

5. Attempt any two parts of the following:- **[10×2=20]**

    (a) What is hypothesis? Differentiate between null and alternate hypothesis. Briefly explain steps involved in hypothesis testing.

    (b) What is Chi-Square test? Under what conditions Chi-square test is applicable, explain with suitable examples

    (c) What is a research report? What is the importance of research report? Briefly explain the outline of a research report.