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Total No. of Pages: 02

Total No. of Questions: 10

MBA (Sem. – 3)
MARKETING RESEARCH

Subject Code: MBA 302-18

M Code: 76890

Date of Examination : 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A** is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Student has to attempt any **ONE** question from each Sub-section carrying **EIGHT** marks each.
3. **SECTION-C** is **COMPULSORY** carrying **TWELVE** marks.

SECTION-A

1. Write briefly:
 - a) Define Marketing research
 - b) Outline concept of descriptive research
 - c) Outline the concept of randomized block design.
 - d) What do you mean by indirect observation?
 - e) Outline meaning of internal consistency of a scale
 - f) What do you mean by concurrent validity?
 - g) Outline concept of generalizability
 - h) What are purposes of undertaking regression analysis?

SECTION-B

UNIT-I

2. Highlight advantages of undertaking research for marketing decision making. Outline the marketing research process, with illustrations.

3. Highlight purposes of using secondary data in research. Outline important commercial and noncommercial sources of secondary data.

UNIT-II

4. Explain characteristic features of various research designs, with illustrations.
5. What factors should be kept in mind while developing a research proposal? Outline the contents and format of a research proposal.

UNIT-III

6. What are the various types of questionnaires? Outline important principles involved in questionnaire design
7. Explain characteristic features of various scales of measurement commonly used in marketing research, with examples.

UNIT-IV

8. Highlight characteristic features of correlation analysis and its applicability in marketing research, with illustrations.
9. Write notes on:
 - a) Scale Refinement
 - b) Assessing Reliability

SECTION-C

10. Read the case study and answer the questions based on it:

With the onset of summer, demand for battery operated inverters increases in the Household (Domestic) segment. A multinational inverter manufacturing company solicits your help in studying customer expectations as well as consumer perception towards existing brands, purchase criteria, usage pattern and satisfaction of generators/inverters in India

- a) Prepare a detailed Research proposal to highlight the steps you will follow (8)
- b) Draft a questionnaire to help gather information for a Marketing Research Project (4)

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.