

M.B.A.-II (Sem.-III) Examination

Market Research

May-2017

Time : 3 Hours]

[Max. Marks : 100

Q-1. Answer both the questions:**(20)**

1. What is marketing research? What are its applications in marketing? Explain with examples.
2. Differentiate between Exploratory research and Conclusive research.

Q-2.**(20)**

- a. How do experimental designs differ from descriptive research designs? (10)
- b. Discuss the relative merits and demerits of laboratory versus field experiments. (10)

OR**Q-2.****(20)**

What are the different types of sampling techniques? Explain giving examples.

Q.3. What faults do you find in each of the following questions? Suggest, for each, how you would change the wording or type of question to solve those faults. (20)

- a. Where do you buy your groceries?
- b. How old are you?
- c. How many times this year have you had a skin problem?
- d. Do you consider Krack-jack biscuits sweet and tasty?
- e. Rate the following brands of soaps in terms of your preference, from 1 to 6.

Lux ()	Pears ()	Santoor ()
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Liril ()	Vivel ()	Margo ()
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OR**Q-3.****(20)**

1. What do you understand by 'internal validity' and 'external validity'?
2. Explain the ratio scale. What are its superiorities over other scales of measurement?

(P.T.O)

3. Suggest one secondary data source for getting retail sales data across the country pertaining to sales of all leading brands of shampoos. What other data can you get from that source?
5. What is the difference between precoding and postcoding? When should each be used?

Q-4. Solve the following: (20)

1. The manager at Dena bank is interested to know about the image of its bank in its consumers' minds. Construct a suitable Semantic differential scale incorporating different attributes / services of the bank to understand the attitude of the consumers towards their bank. (10)
2. What are the different types of projective techniques? Explain any two of these techniques. (10)

OR

Q-4 Explain the following: (20)

1. Write a short note on MDS and its applications.
2. Explain: a] Double-barreled questions and b] Loaded questions with one example for each.

Q-5. Answer all the following questions: (20)

1. What is the role of a research report?
 2. What components are included in an executive report?
 3. What different types of charts or diagrams can you use for graphic presentation of research findings?
 4. What is the role of 'bibliography' section of the report?
 5. What does 'limitations' section of the report indicate?
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