

Instructions:

- 1] This Question paper consists of 5 Questions. Answer all the 5 Questions.
- 2] All Questions carry equal marks.

Question-1.] Answer each of the following questions: (14)
(Both questions are compulsory and carry equal marks)

1. What is marketing research? What are the steps involved in marketing research?
2. Differentiate between Qualitative and Quantitative research outlining main points of differences.

Question-2.] Answer the following questions: (14)

- 2.1 Discuss the relative merits and demerits of laboratory versus field experiments.
- 2.2 Two methods of gathering primary data are: a) Observation and b) Survey. What are the general advantages of each of these methods? Describe a situation in which observation tends to be superior. And then another situation in which Survey is superior.

OR

Question-2.] Answer the following questions: (14)

- 2.1 Explain the ratio scale with the help of an example. What are its superiorities over other scales of measurement? Explain.
- 2.2 Explain focus group interviews as a qualitative research technique. Give atleast two applications of focus group interviews and also highlight disadvantages of this technique.

Question-3.] Answer the following questions: (14)

- 3.1 Distinguish between Stratified sampling and Cluster sampling and also give examples for both.
- 3.2 Differentiate between a research proposal and a research report. Outline the contents of a research report.

OR

Question-3.] Answer the following questions:**(14)**

- 3.1 What do you understand by 'internal validity' and 'external validity'? Internal validity is high in case of Laboratory experiments. Comment on the given statement.
- 3.2 Discuss the Type I and Type II errors that could occur in hypothesis testing.

Question-4.] Write short notes on: (Any four)**(14)**

1. Error Sources in Field work
2. Applications of Factor analysis
3. Projective techniques
4. Sampling errors vs Non sampling errors
5. Types of test marketing
6. Applications of Multi-dimensional scaling technique and its limitations
7. Limitations of Marketing Research

Question-5.] Answer each of the following questions:
(Both questions are compulsory and carry equal marks)

(14)

Assume that you work at a leading marketing research agency that has received the following 'brief' from the brand manager of a shampoo brand in the market. He wishes to conduct research to find out what is the current perception of consumers about his brand vis-à-vis other competing brands in the market. He is also interested to know the most important factors that buyers consider while buying any brand of shampoo. The decisions he will take based on the above research and its findings are –

- whether to reposition his brand,
- whether to launch line extensions of the current brand or
- whether to launch a new brand of shampoo.

- 5.1 Prepare a research proposal for this study to be sent to the brand manager, including a general idea of the research methodology.
- 5.2 Clearly explain the research design and technique you would use for the study stating your reasons for selection of the same.

