

Seat No. : \_\_\_\_\_

# JI-101

January-2025

MBA-II, SEM-III (FT) & MBA-III, SEM-V

## Marketing Research

Time : 2:30 Hours]

[Max. Marks : 70

**Instructions :** (1) This paper contains **FIVE** questions.

(2) **All** questions are compulsory.

(3) Question No. : **2, 3, 4** have internal options.

(4) Figures in the right side in parenthesis indicate marks.

1. What are the key sequential stages involved in the orderly investigation process of marketing research, and how do these stages contribute to a well-planned and systematic inquiry, ultimately enabling marketers to gather reliable and valid data and make informed decisions ? 14

2. A marketing research firm is conducting a survey to measure customer satisfaction with a new product. The survey uses a 5-point Likert scale to collect data. Using the equation  $X_O = X_T + X_S + X_R$ , identify potential sources of error in the measurement process and suggest ways to minimize them. 14

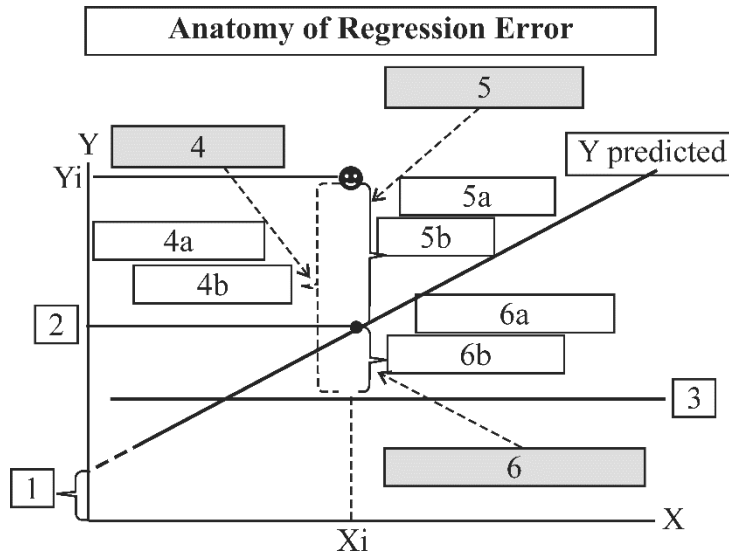
**OR**

2. Discuss the potential of data analysis in marketing research, including its ability to uncover insights, identify trends, and inform decision-making. Explain how the availability of enormous amounts of data has changed the role of data analysis in marketing research. 14

3. Explain the four levels of measurement scales. Provide practical examples of how each scale can be applied in a marketing research study. Discuss the advantages and limitations of each scale when used for data analysis and decision-making. 14

**OR**

3. The diagram below illustrates the concept of regression error. Please identify the correct terms for each box labelled with the number. 14



Fill the blanks based on identified correct term :

- (1) The vertical axis represents \_\_\_\_\_ of the response variable.
- (2) The horizontal axis represents the \_\_\_\_\_ variable.
- (3) The actual observed value at  $X_i$  is represented by the term \_\_\_\_\_ and Predicted value on regression line at  $X_i$  is represented by the term \_\_\_\_\_.
- (4) The line that shows the trend of predicted values is called the \_\_\_\_\_.
- (5) Difference between observed value  $Y_i$  & predicted value is called \_\_\_\_\_.
- (6) Write equation for the box labelled with 4, in relation with the term indicated by box labelled with 5 and 6 \_\_\_\_\_. (use appropriate notations)

Write appropriate term for box labelled with 1. \_\_\_\_\_

4. You are provided with the standardized canonical discriminant function coefficients as follows : 14

- $X_1: 0.6$
- $X_2: 0.8$

If a new observation has  $X_1=6$  and  $X_2=5$ , calculate the discriminant score for this observation.

**OR**

4. Explain in detail the following concepts as they relate to dimension reduction technique in marketing research: KMO (Kaiser-Meyer-Olkin) measure, communalities, the anti-image correlation matrix, eigen values and the scree plot. Provide examples of how each is calculated or interpreted in practice. 14
5. You are tasked with designing a sample questionnaire as part of a marketing research project for an e-commerce company that aims to improve customer satisfaction and identify factors influencing online shopping behaviour. Create a questionnaire that includes the following components : 14
- (1) Two **demographic questions** to gather basic information about the respondent.
  - (2) One **dichotomous question** to capture response regarding a specific aspect of online shopping behaviour.
  - (3) One **multiple-choice question** to explore more detailed preferences or behaviours (e.g., the type of products frequently purchased online and preferred payment methods).
  - (4) One **continuous rating scale** question to measure customer satisfaction with specific attributes of an e-commerce website (e.g., ease of navigation, delivery speed).
  - (5) One **Likert scale question** to assess the level of agreement with a statement about online shopping (e.g., “I find online shopping to be more convenient than in-store shopping”).
  - (6) One **Staple scale question** to measure the perception of a specific feature of the e-commerce platform (e.g., customer service responsiveness).
  - (7) One **semantic differential scale** question to evaluate the respondent’s attitude toward the overall online shopping experience (e.g., “How would you describe your online shopping experience ?”).
-

