

MBA in BEPF/PP/EM Sem.-3 Examination
BMM/PMM/EMM_304
MR

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

- Q.1 Explain the Marketing Research Process in detail. Why is problem definition considered the most critical stage in this process? (14)
- Q.2 Differentiate between nominal, ordinal, interval, and ratio scales with suitable marketing examples. (14)
Explain which scale is most suitable for:
(a) Customer satisfaction surveys
(b) Income measurement
(c) Brand awareness studies
- Or
- Q.2 What do you understand by Research Design? Explain the three major types — Exploratory, Descriptive, and Causal Research Designs — and mention suitable situations where each should be applied. (14)
- Q.3 Discuss the concept of Sampling in Marketing Research. Differentiate clearly between probability and non-probability sampling methods. (14)
- Or
- Q.3 Define Scaling in the context of marketing research. Discuss the various techniques of attitude scaling and their practical applications in consumer behavior studies. (14)
- Q.4 Differentiate between Primary Data and Secondary Data. Discuss the advantages and limitations of each with examples from marketing studies. (14)
- Or
- Q.4 Write short notes on of the following (7 marks each): (14)
a) Validity and Reliability in Marketing Research
b) Sources of Error in Marketing Research
- Q.5 Explain the process of data editing, coding, and tabulation. Discuss the importance of data presentation in reports. (14)
