

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

**NF-140**

**December-2015**

**5<sup>th</sup> Year MAB (Integrated)**

**Marketing Research**

**Time : 3 Hours]**

**[Max. Marks : 100**

1. (A) How do you think management decision problem differs from marketing research problem ? **5**

**OR**

Discuss the selection factors considered while appointing marketing research agency.

- (B) Discuss in detail the potential sources of errors that occur in marketing research. Give suitable examples for each. **15**

2. (A) Qualitative research often produces such insights which may not be directly surfaced through quantitative measures. Justify this statement with elaborate reasoning. Explain the methods available for qualitative research. **10**

**OR**

Write a detailed note on various observation methods available for the purpose of collecting primary data.

- (B) Define extraneous variables. Which are the extraneous variables frequently cropping up in marketing research ? **10**

3. (A) Which criteria play an important role in selecting secondary data sources ? Explain in detail. **10**

**OR**

Non-probability sampling techniques are more popularly used by researchers than probability sampling techniques. Discuss in detail.

- (B) List the major comparative and non-comparative scaling techniques. For the following marketing research problem, design five questions from each of these two types using different techniques. (List the technique at the end of the question in brackets) **10**

‘A leading online seller of kids garments in Gujarat is considering to find out buyer's preference for buying school stationery items online.’

4. What is the use of advertising research ? Explain in detail various copy testing methods used for advertising research. **20**

**OR**

Write short notes on any **Four** :

- (A) Problem Identification Research
  - (B) Non-metric Scales of Measurement
  - (C) Descriptive and Inferential Statistics
  - (D) Internal and External Validity
  - (E) Problem Solving Research
5. (A) Explain the major methods used for perceptual mapping in case of segmentation and product positioning research. **10**
- (B) Which are the major types of test markets used for new product research ? Explain in detail. **10**

**OR**

Which are the popular bases for sales analysis used by the companies ? Give uses for each in detail.

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