

Name :

Roll No. :

Invigilator's Signature :

CS/MBA(N)/SEM-3 FT & 5 PT/MM-303/2011-12

2011

MARKETING RESEARCH

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :
10 × 1 = 10
- i) Which of the following is a primary research method ?
 - a) Questionnaire
 - b) Data collected from mapping
 - c) Data collected from past census
 - d) None of these.
 - ii) Which of the following is not a sampling technique ?
 - a) Stratified
 - b) Random
 - c) Cluster
 - d) Census.
 - iii) Likert Scale is a
 - a) 3-point scale
 - b) 4-point scale
 - c) 5-point scale
 - d) 6-point scale.
 - iv) ANOVA stands for
 - a) Analysis of Variance
 - b) Analysis of Variable
 - c) Analysis of Value
 - d) none of these.
 - v) Qualitative Research is a
 - a) Descriptive research
 - b) Population research
 - c) Numerical research
 - d) none of these.



- vi) Standard Deviation measures
 - a) Deviation from Mean
 - b) Deviation from Mode
 - c) Deviation from Median
 - d) none of these.
- vii) Which of the following should be considered most while giving factor names ?
 - a) Factor scores
 - b) Factor loadings
 - c) Factor variables
 - d) Variance explained by the factor variables.
- viii) Discriminant analysis does not consider which of the following while calculating Discriminant score ?
 - a) Prior probabilities
 - b) Euclidian distance between the values
 - c) The skewness of the distribution
 - d) Group centroid.
- ix) Income when categorized as 0-10,000, 10,000-20,000 and 20,000 & above, which of the following scales is used ?
 - a) Nominal
 - b) Ordinal
 - c) Interval
 - d) Ratio.
- x) Which of the following is non-probability sampling ?
 - a) Simple random sampling
 - b) Cluster sampling
 - c) Stratified sampling
 - d) Quota sampling.
- xi) Which of the following is the qualitative method of sales forecasting ?
 - a) Trend projections
 - b) Regression models
 - c) Moving average
 - d) Delphi.
- xii) Word association technique can be used for determining
 - a) market share
 - b) purchase behaviour
 - c) brand name
 - d) none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

- 2. Discuss briefly the steps in Marketing Research Process.
- 3. Define focus group. What are its advantages and disadvantages ?



4. What is Research Design ? State the different components of Marketing Research Design.
5. Differentiate between parametric and non-parametric tests.
6. A population contains 100 distinct units. A sample of 30 was chosen. The following information is available to the researcher :

$$\sigma = 2.5$$

$$\bar{X} = 35$$

$$S = 3.2 \text{ (Sample s.d.)}$$

Calculate the interval estimate if the desired confidence level is 99%. Also indicate what shall be the interval if the population standard deviation were not known. (Given $Z = 2.58$)

GROUP - C

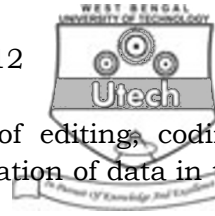
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Explain the different methods of data collection. Prepare a questionnaire with open and closed questions to know the attitude of the consumers towards shopping malls along with their demographic and psychographic profile.
8. a) What do you mean by non-probability sampling ? Discuss different types of non-probability sampling.
b) The sales representatives from the organization named ABC Ltd. were divided into two groups. One group was put through training programme I and other group received training programme II. Two samples of 10 representatives each were drawn from the two groups, respectively and the marks received by them in the post-training tests were compared. The marks obtained by the two groups are given below :

Rep. no.	1	2	3	4	5	6	7	8	9	10
Marks in Training-I	25	20	22	22	24	17	18	20	12	16
Rep. no.	11	12	13	14	15	16	17	18	19	20
Marks in Training-II	20	18	25	26	21	24	16	22	22	12

Test the hypothesis that the two training programmes produced the same kind of results. (Given $t = 2.10$ at 0.025 level with 18 degree of freedom) $9 + 6$



9. a) Describe, in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of research study.
- b) Discuss the different aspects of classification of data. What are the likely problems encountered in the classification and how they can be handled ?
- c) Write briefly about the different forms of data presentation devices. 5 + 5 + 5
10. Explain different types of research. State the difference between exploratory and description research. A sample survey indicates that out of 3232 births, 1705 were boys and the rest were girls. Do these figures confirm the hypothesis that the sex ratio is 50:50. Test at 5% level of significance. 5 + 5 + 5
11. Write short notes on any *three* of the following : 3 × 5
- a) Benefits of sampling
 - b) Observation method
 - c) Steps in conducting factor analysis
 - d) Applications of Marketing Research
 - e) Multivariate data analysis.

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