

Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MBA (NEW)/SEM-3 (FT)/MM-303/2009-10**

**2009**

**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 one is *not* a research design ?
    - a) exploratory                      b) casual
    - c) descriptive                      d) causal.
  - ii) In use of a projective technique change of uncovering subconscious information is relatively
    - a) low                                  b) medium
    - c) impossible                      d) high.
  - iii) Secondary data is
    - a) obtained through market surveys
    - b) unreliable
    - c) obtainable from a computer database
    - d) difficult to obtain.



- iv) In-depth interviews should be conducted
  - a) by telephone
  - b) personally
  - c) by mail
  - d) over internet.
- v) Focus groups are normally composed of
  - a) minimum 100 persons
  - b) minimum 20 persons
  - c) 2 to 3 persons
  - d) 8 to 12 persons.
- vi) Rejecting a true null hypothesis is called
  - a) Type I error
  - b) Type II error
  - c) Hypothesis type error
  - d) Null type error.
- vii) In a questionnaire we should not use
  - a) ambiguous words
  - b) difficult jargons
  - c) leading questions
  - d) all of these.
- viii) Word association technique can be used for determining
  - a) market share
  - b) purchase behaviour
  - c) brand name
  - d) none of these.
- ix) Likert is a
  - a) rating scale
  - b) macro-economic scale
  - c) liking scale
  - d) marketing scale.
- x) ANOVA is
  - a) Analysis Of Vector
  - b) Analysis Of Variables
  - c) Analysis Of Covariance
  - d) Analysis Of Variance.
- xi) Elements within a cluster in cluster sampling
  - a) should ideally be as heterogeneous as possible
  - b) should ideally be as homogeneous as possible
  - c) may be homogeneous or heterogeneous
  - d) are groups of members having a particular characteristic.



- xii) The first step in planning a marketing research project is
- conducting a cost/benefit analysis
  - searching the environment
  - defining goals and objectives
  - defining and locating problems.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

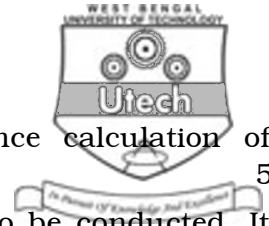
- Briefly discuss the components of the marketing research plan.
- Write a short note on judgement sampling.
- What is multivariate data analysis ? How will you classify the various multivariate methods ?
- What is the role of hypothesis in research ?
- Differentiate between qualitative research methods.

**GROUP – C**

**( Long Answer Type Questions )**

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

- “Marketing research enables companies to collect information to understand customers, competitors and the environment better.” Explain. 5
  - Discuss the areas of conflict between the marketing manager and the marketing researcher. Suggest a few methods of resolution of such conflict. 10



8. a) Enumerate the factors that influence calculation of sample size. 5
- b) A store test of a new product X is to be conducted. It has been determined earlier that, if the average sales per store is only 7 nos. per week, then the new product will not be marketed. Again, if the mean sales level is 10 nos. per week, then the new product will be marketed. Find the size of the sample based on the following information : Allowable probabilities of error,  $\alpha = 0.05$ ,  $\beta = 0.01$ , population standard deviation = 5 nos. ( z-values for 5% and 1% are 1.64 and 2.33 respectively ). 5
- c) A random sample of 400 containers is found to have a mean weight of 82 kg and standard deviation of 18 kg. Find 95% confidence limits for the mean of the population from which the sample is drawn ( Value of z for 95% confidence interval is 1.96 ). 5
9. What is research design ? Discuss the different components of marketing research design. 15
10. A research team conducted a study on soft-drink preferences among residents in a test-market prior to an advertising campaign for a new cola product. Of the participants, 130 are teenagers and 130 are adults. The researchers secured the following results :

	Cola preference	Non-cola preference
Teenagers	50	80
Adults	90	40

Calculate an appropriate measure of association and decide how to present the results. How might this information affect the advertising strategy ? 5 + 5 + 5

11. Differentiate between parametric and non-parametric tests. How to decide about the selection of a particular type of test in a given situation ? What are the situations in which these tests are used differently ? 6 + 4 + 5