

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination
December, 2023**

MMPM–006 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any *three* questions from section–A.
Section–B is compulsory. All questions carry
equal marks.

Section—A

1. (a) What are the major reasons for the growing importance of marketing research in India ?
(b) What are the different stages of the marketing research process ? Discuss with an example of your choice.
2. “The research design is a detailed blueprint for the research study that will be conducted and provides a general outline of the procedures that will be used.” Comment on the statement and explain the various types of research designs used in different marketing research situations.

3. (a) Why is tabulation considered an essential activity in a research study ? Discuss.
- (b) What is meant by hypothesis ? Explain the types and significance of hypotheses in marketing research.
4. Write short notes on any *three* of the following :
 - (a) Ethical issues in marketing research
 - (b) Sources of errors in primary data-collection
 - (c) Uses of qualitative research
 - (d) Editing of Data
 - (e) Factor analysis

Section—B

5. Assume you have been appointed as the marketing manager for the recently launched electric scooter company.
 - (a) What type of market research information would help you promote the e-scooter effectively ?
 - (b) Would it be more likely to use primary data or secondary data, or a combination of both, for collecting data ? Discuss.