

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

**Term-End Examinations  
December, 2012**

**MCN-011 : MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100*

---

**Note :** Answer *any five* questions.

*All questions carry equal marks.*

---

---

1. Define marketing research and explain its objectives. 20
2. Explain the steps involved in carrying out Marketing Research. 20
3. Explain the essential features of a good questionnaire. 20
4. Write notes on the following : 20
  - (a) Likert Scale
  - (b) Sampling
5. Distinguish between Exploratory and developmental Research giving suitable examples. 20

6. Write notes on the following : 20  
(a) ANOVA  
(b) Pie chart
7. Explain the observational method of data collection and illustrate your answer with suitable examples. 20
8. Write notes on the following : 20  
(a) Laddering interview.  
(b) Computerized data bases.
-