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**MS-66**

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination**

**December, 2021**

**MS-66 : MARKETING RESEARCH**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Answer any **three** questions from Section-A.

(ii) Section-B is **compulsory**.

(iii) All questions carry equal marks.

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**Section—A**

1. (a) Explain the meaning and importance of Marketing Research and the possible areas of its application.

(b) “Marketing Research is undertaken to guide Manager’s in the analysis of marketing problems.” Critically examine the statement by explaining the steps of Marketing Research.

2. (a) What are the different ways of conducting marketing research ? Explain the problems being faced by the researchers.

(b) What type of research objectives and information needs may necessitate the use of secondary data ? Explain with a suitable example.

3. (a) What is Sampling ? Discuss its importance in market research studies. Explain the process of sampling.

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- (b) Explain the format and administration of a questionnaire which is considered as a key research tool for data collection.
4. Write short notes on any *three* of the following :
- (a) Panel research design
  - (b) Discriminant analysis
  - (c) Ordinal scale
  - (d) Indepth interview and its limitations
  - (e) Application of multidimensional scaling

**Section—B**

5. As a marketing manager, for a private label organic shampoo brand and wish to find out the current perception of consumers about your brand vis-a-vis other competing brands in the same category. In addition, you are also keen to

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know what are the most important factors that buyers consider while choosing an organic shampoo.

*Question :*

Prepare a research proposal for the brand by clearly specifying the below mentioned elements of proposal and giving reasons for your choice :

- (a) Formulate the research objectives
- (b) Research design for the study
- (c) Sampling techniques to be used
- (d) Data collection methods
- (e) Analysis and recommendations

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