

00525

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

MS-066 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. Discuss the various stages in the Marketing Research Process. Comment on the importance of each of these stages in aiming at a successful marketing research project. Illustrate with suitable examples.

2. (a) What makes data collection task a critical step in a research project ? Discuss.
(b) Evaluate the merits and demerits of Primary as well as Secondary data methods.

3. Explain the importance of editing, coding, classification tabulation and data presentation in the context of a research project.

4. Write short notes on any three of the following :
- (a) Questionnaire Design
 - (b) Application of Conjoint analysis
 - (c) Uses of Qualitative Research
 - (d) Sample size estimation
 - (e) Applications of multidimensional Scaling

SECTION - B

5. (a) Assume you have been appointed as the head of a scooter dealership selling a reputed brand, which is being established in a district headquarters with a population of 10 Lacs.

What type of market research information would help you to compete effectively ?

- (b) "Marketing Research is too expensive and time consuming". Do you agree with the statement ? Justify your answer.
