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MS-66

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2020

MS-66 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) *Section-B is compulsory.*

(iii) *All questions carry equal marks.*

Section—A

1. (a) Explain with an example the role of marketing research in managerial decision-making.

(b) Briefly discuss the problems associated in conducting marketing research in India.
2. What is Research Design ? Discuss the *four* types of research designs and their applications for different research situations.
3. (a) Both exploratory and conclusive research situations necessitate using a high proportion of primary data. Explain with an example of your choice.

(b) Discuss the term 'sampling' in the context of marketing research. Explain the scope and problem associated with sampling in research studies.

4. Write short notes on any *three* of the following :
- (a) Panel research design
 - (b) Sources of errors in primary data collection
 - (c) Nominal scale and ordinal scale
 - (d) Uses of qualitative research
 - (e) Cross tabulation

Section—B

5. A group of engineering students has developed an innovative piece of equipment to help the physically disabled to communicate. The equipment incorporates a system of electronic signals emitted with a slight turn of the head. The group felt that the new innovation could have commercial success if marketed to health care industry but the group has no past experience in marketing and does not know

how to undertake marketing so as to move ahead with their discovery.

Questions :

- (a) For the above indicate whether qualitative or quantitative research is more appropriate and why ?
- (b) What specific method of research would you recommend ? Justify giving reasons.
- (c) Suggest suitable research design that would take the innovation a step forward.