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MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2021

MS-66 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any *three* questions from Section A.

Section **B** is compulsory. All questions carry equal marks.

Section—A

1. (a) Discuss the term marketing research, its scope and importance in decision-making process.
- (b) What makes 'problem definition' stage in the marketing research process critical and important for any researcher ? Discuss with an example.

2. (a) What is data ? Explain the various types of data used in a research project. Why secondary data collection is an important activity in conducting research ? Discuss. Highlight the advantages and disadvantages of using secondary data.
- (b) What do you understand by the term sampling in marketing research ? Explain when and why simple random sampling and clustre sampling techniques are used. Give examples.
3. What are the various steps involved in conjoint analysis ? Explain with the help of an example.
4. Write short notes on any *three* of the following :
 - (a) Importance of marketing research in India
 - (b) Coding and tabulation
 - (c) Semantic differential scale
 - (d) Observation method
 - (e) Distinction between descriptive and inferential statistics from sample data

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Section—B

5. In the mid-70s there were three brands of motorcycles available in India. Rajdoot was perceived to be a serious farmer's motorcycle. Bullet was preferred by rustic. Java was the cool brand at the time which has survived for over four decades, in the urban youth market.

Java was a casualty of Czechoslovakia's communist policies. While the Ideal Java factory supplied parts for a while, from 1973 onwards no motorcycles were produced in India. And yet, it has somehow come to be enshrined in public memory as a cool bike, according to pre-launch research. This applies to the younger demographic too.

A major automobile company wants to revive and relaunch the iconic motorcycle on the Indian roads. This would also help the company adding a new category and thereby creating a new segment for the company.

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Questions :

- (a) What kind of data is required and from what sources it can obtain it to evaluate consumer preference ?
- (b) With the information furnished design a suitable questionnaire which should capture the necessary information as desired ?

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