MMPM–006

MASTER OF BUSINESS ADMINISTRATION (MBA)
Term-End Examination
June, 2024

MMPM–006 : MARKETING RESEARCH

Time : 3 Hours   *Maximum Marks : 100*

Note : *Answer any* ***three*** *questions from Section A. Section B is compulsory. All questions carry equal marks.*

Section—A

1. (a) Explain the scope of marketing research describing the decision areas where marketing research results are used.

   (b) Briefly discuss the ethical issues that need to be considered while conducting marketing research.

2. (a) What are different types of sources of error in primary data collection. Explain with examples.

(b) Briefly discuss the importance of editing and coding of data in a marketing research study.

3. (a) What is logistic regression ? Describe different types of logistic regression.

(b) Discuss advantages and limitations of online marketing research with the help of examples.

4. Write short notes on any *three* of the following :

(a) Exploratory research design

(b) Classification of data

(c) Practical applications of correlation

(d) Marketing applications of conjoint analysis

(e) Application of new technologies in marketing research

Section–B

5. A leading manufacturer of four wheelers proposes to launch a new variant in mid-segment cars. The company wants to know which would be the ideal markets for this new product and what would be its proposed marketing strategy.

(a) Suggest what type of research design will be appropriate for the market research study.

(b) What could be the sources of secondary data to help you to make your recommendations ? Would you also suggest primary data collection ? Discuss.

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