

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2015**

**MS-66 : MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100  
(Weightage 70%)*

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

1. (a) Explain the scope of Marketing Research function giving suitable examples.  
(b) Differentiate between exploratory and descriptive research designs.
  
2. CAT (Common Admission Test) is used as a criterion to select students for admission to the IIMs. Apart from IIMs, many other management institutes also select candidates on the basis of CAT. Various CAT coaching institutes offer coaching to CAT aspirants.  
PQL limited wants to consider the option of entering the CAT coaching business and approached you to conduct a Marketing Research for the same. Design a questionnaire you would use for this research-to help you study students awareness, perception, decision criteria and satisfaction with current institutes.

3. (a) Explain with examples, the four types of primary scales used for measurement in Marketing Research.
- (b) What are the various methods used for data collection in Marketing Research ? Explain any two of them in detail.
4. Write short notes on **any three** of the following :
- (a) Projective Techniques
- (b) Multi Dimensional Scaling
- (c) Random vs. Non-Random sampling techniques
- (d) Problems in conducting Marketing Research in India
- (e) Differences between Qualitative and Quantitative Research

### SECTION - B

5. An Indian FMCG company is considering the option of introducing flavoured Soya Milk in tetrapacks in the urban and rural markets. Prepare a Marketing Research Proposal outlining the various steps involved in carrying out the research.
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