

00675

M.A. FRM
Term-End Examination
- December, 2010

MFM-027 : MARKETING RESEARCH TEST
PAPER - I

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Please write whether True or False. 1.5x10=15
- (a) Research involves a scientific approach used to discover, solve, interpret and analyze any topic. [True/False]
 - (b) The concept of practice involves making a project plan and method. [True/False]
 - (c) Quantitative research uses small number of samples to gather objective data information. [True/False]
 - (d) The Methodology setup consists of : Sample, Measurement & Analysis. [True/False]
 - (e) Data collection does not provide a baseline from which to measure and target what to improve. [True/False]

- (f) conclusion mentions the limitations of a research but does not offer suggestions for future research. [True/False]
- (g) In basic research, results have a direct or immediate commercial benefit. [True/False]
- (h) Sampling is based on simple statistics to facilitate data collection. [True/False]
- (i) Quantitative research uses objective measurements based on subjective description of few samples. [True/False]
- (j) A designer coordinates several apparel lines and maintains estimates and price targets. [True/False]

- 2. Differentiate between qualitative and quantitative research - Give three examples in each. 20
- 3. Explain the terms theory, practice and application used in the field of research. 15
- 4. What is the concept of sampling and which are the different methods of sampling. Illustrate with a diagram as well. 15

5. Write short notes on the following (*any four*). 5x4=20

- (a) Hypothesis
- (b) Data collection techniques
- (c) Basic research
- (d) Appendix
- (e) Discussion

6. Write about the four Research Models that are used in the textiles and clothing industry which has been developed by Nagasawa (1991). 15
