

M.A. FRM
Term-End Examination
December, 2011

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* :
- (a) All fields require research to create quality products and get consumers feedback. (True/False) 2
 - (b) An introduction consists of problem, purpose, prediction but no summary. (True/False) 2
 - (c) Probability sampling can be accidental or judgemental. (True/False) 2
 - (d) Homogenous samples consist of diverse features. (True/False) 2
 - (e) A research structure can be qualitative or combined. (True/False) 2
 - (f) Data collection can use primary or secondary source for gathering information. (True/False) 2

- (g) Quantitative research does not use any systematic empirical investigation of properties. (True/False) 2
- (h) Secondary research is known as field research. (True/False) 2
- (i) A sample in fashion studies related to demographics and psychographics. (True/False) 2
- (j) A merchandiser maintains estimates and price targets in export and buying houses. (True/False) 2
2. Define, Mean, Median and Mode in Business statistics. State the relationship between Mean, Median and Mode, as per the Karl Pearson equation. 10
3. What is marketing research ? Give a list of terms that make a classic research process. What is the relevance of marketing research in the textile and apparel industry. 30
4. Write short notes on conclusions, sampling methods, null hypothesis, literature review and objectives. 20
5. Distinguish between primary source versus secondary source of data collection. 20