MS-66

Management Programme

ASSIGNMENT
for
July 2022 and January 2023 sessions

MS-66: Marketing Research

(Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023)

School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	**:**	**MS - 66**
Course Title	**:**	**Marketing Research**
Assignment Code	**:**	**MS-66/TMA/JULY/2022**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. **Last date of submission for July 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023**.

1. Explain the solomon-four group design. How far does this design succeed in controlling different extraneous variables? Illustrate your answer with the helpof a suitable example from marketing.
2. Briefly explain the various probability and non-probability sampling methods with their merits and demerits.
3. With the help of examples, discuss the areas where qualitative research can be used in marketing.
4. Monthly salary of 32 employees of a firm is given below. Tabulate the dataafter selecting a suitable class interval.

   2250 1800 1650 1760 3520 5600 2450 2680
   2700 1680 3650 3240 5850 3150 1860 2425
   4520 3275 4215 3760 1950 1850 3750 2825
   4500 3800 4300 2750 4370 3350 2375 3215
5. A manufacturer of industrial supplies developed the following model for predicting the number of sales per month

   $Y = 41 + .3X_1 + .05X_2 - 7X_3 + 10X_4$

   where Y = Sales per month

   X_1= Number of manufacturing firms'

   X_2 = Number of wholesale and retail firms

   X_3 = Number of competing firms

   X_4 = Number of full-time company sales people.

   i) Explain the correct interpretation of all estimated parameters in the equation.

   ii) If R^2= 0.49, what does this figure mean, to you?

   iii) Explain how you will go about testing the validity of this multiple linearregression equation