

MMPM-006

Master of Business Administration

ASSIGNMENT

For

January 2023 and July 2023 Sessions

MMPM-006: Marketing Research

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



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-006
Course Title	:	Marketing Research
Assignment Code	:	MMPM-006/TMA/JAN/2023
Coverage	:	All Blocks

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

1. What are the different stages of the marketing research process? Discuss.
2. Discuss the meaning and importance of research design with examples.
3. A food processor is concerned that the 16 gram can of sliced pineapple is being overfilled. The quality control department took a random sample of 50 cans and found that the arithmetic mean weight was 16.05 grams, with a sample standard deviation of 0.03 grams. At the 5 percent level of significance, can the hypothesis that the mean weight is equal to 16 grams be rejected?
4. Describe some marketing research problems that you feel may be amenable to conjoint analysis and explain how you would use conjoint analysis in these situations.
5. Write short notes on following
 - a) Adoption of Marketing Research by Indian Businesses
 - b) Gaining Insights from Big Data
 - c) Role of social media in Marketing Research