

**MS - 66**

**Management Programme (MP) / Post Graduate Diploma in Marketing  
Management (PGDMM)**

**ASSIGNMENT  
For  
July 2024 and January 2025 Sessions**

**MS - 66: Marketing Research**

**(Last date of submission for July 2024 session is 31<sup>st</sup> October, 2024  
and for January 2025 sessions is 30<sup>th</sup> April, 2025)**



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

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 66</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing Research</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 66/TMA/JULY/2024</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2024 session is 31<sup>st</sup> October, 2024 and for January 2025 sessions is 30<sup>th</sup> April, 2025.**

1. What are the different ways of conducting marketing research'? Describe the scope for outsourcing marketing research services in India.
  
2. Explain the various extraneous variables that, if not controlled in a research design experiment, may contaminate the effect of the independent variable.
  
3. What is meant by a questionnaire? What are the merits and demerits of a structured questionnaire?
  
4. Suggest your own methods for overcoming the resistance to using market research if you are employed as the marketing head of a large manufacturing organisation.
  
5. Write short notes on following
  - a) Focus group study
  - b) Panel research design
  - c) Cross-sectional design
  - d) Quasi-experimental design