

Management Programme

ASSIGNMENT FIRST SEMESTER (January to June) 2021

This Assignment is being provided to only those students who are going to complete their maximum duration in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.

MS-66: Marketing Research



**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/SEM-I/2021
Coverage	:	All Blocks

Note: 1. *This Assignment is being provided to only those students who are going to complete their maximum duration (validity period) in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.*

2. Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 30th April, 2021.

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1. a) Explain the meaning and importance of marketing research in the decision making process. Illustrate.
- b) What are the two methods of conducting marketing research that firms can consider? Discuss the problems/ challenges that firms face in conducting marketing research in India.
2. a) What is research design? Explain the concept and importance of research design in the context of marketing research problem.
- b) Explain the term data collection. Discuss the different types of data needed for marketing research. Evaluate the merits and demerits of each type of data.
3. a) With suitable examples discuss briefly the various methods of probability sampling that is available for a researcher.
- b) When and why the four types of attitudinal scales are used in marketing research. Explain each of these scales with suitable examples.
4. a) In what situations Qualitative and Quantitative research is used? Discuss with suitable examples.
- b) Write an essay on the application areas of marketing research in India.