

**MS-66**

**Management Programme**

**ASSIGNMENT**  
**January 2022 Session**

**MS-66: Marketing Research**  
**(Last date of submission for**  
**January 2022 session is 30<sup>th</sup> April, 2022)**



**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/2022</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.  
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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.