

**MS-66**

**Management Programme**

**ASSIGNMENT  
SECOND SEMESTER  
2017**

**MS-66: Marketing Research**



**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/SEM –II/2017</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note :** Attempt all the questions and submit your assignment on or before 31<sup>st</sup> October, 2017 to the coordinator of your study centre.

1. (a) Define and discuss the term Marketing Research. What are the stages in the Marketing Research Process? Take a hypothetical example and elaborate these stages and their importance in the entire process.

(b) What is Research Design? Briefly discuss the different types of research designs and their importance in the context of marketing research.

2. (a) Why Data collection is important and crucial in the research? Explain the various methods of data collection available to the researcher and bring out the merits and demerits of each of these methods.

(b) What is Sampling? Explain the key factors on which sample size for a survey is based. Discuss the steps through which the sample size for a survey is determined.

3(a) Distinguish Qualitative research with Quantitative research. Briefly describe the methods of conducting qualitative research and its application in marketing problems.

(b) Explain Data processing in marketing research. What are the various components of data processing you are familiar with? Briefly discuss the importance of each of these components.

4(a) Explain Multivariate analysis and briefly discuss the various multivariate techniques which can be used in Marketing Research.

(b) What are the techniques available to determine the association between two variables? What are their relative merits and demerits.