

00295

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

**Term-End Examination**

**December, 2013**

**MCN-011 : MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. What is an experiment ? what is the distinction between a laboratory and a field experiment ? 20
2. What types of primary data interest marketing researchers the most ? How is primary data distinguished ? Explain it with suitable examples. 20
3. What principle should be followed in establishing the strata for a stratified sample ? Why and how can this principle be implemented in practice ? 20
4. (a) In determining sample size, what factors must be considered by a marketing researcher ? 10,10  
(b) What is the correct procedure for treating multiple study objectives when calculating sample size ? Support your answer with example.

5. Distinguish between sampling error and non-sampling error. Why is the distinction important ? 20
6. How might the following use marketing research ? Give reasons : 10,10
- (a) Reliance Fresh
  - (b) Kingfisher Airlines
7. Discuss the principles in the design of attitude measurement scales. How would you measure the reliability and validity of a scale ? Explain with suitable example. 20
8. Write short notes on **any two** of the following : 10,10
- (a) Survey types
  - (b) Casuality in experiments
  - (c) Panel research
  - (d) Research design
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