MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-66 : MARKETING RESEARCH

Time : 3 hours   *Maximum Marks : 100*

(Weightage 70%)

Note :   (i)   *All* questions carry *equal* marks.

  (ii)   Attempt *any three* questions from *Section-A*.

  (iii)   *Section-B* is *compulsory.*

SECTION - A

1.   What do you understand by the term Marketing Research ? Explain the various stages in the Marketing Research Process.

2.   Differentiate between Probability and non-Probability Sampling. Explain any two of the methods from Probability and non-Probability Sampling. Give examples.

3.   (a)   What are the sources of Secondary Data ? Discuss.

  (b)   Explain any three methods used for Data Collection.

4. Write short notes on **any three** from the following :

   (a) Discriminant analysis Vs Cluster analysis.

   (b) Focus Groups.

   (c) Uses of Qualitative Research.

   (d) Descriptive Research Design.

   (e) Methods of Graphical presentation of Data.

SECTION - B

5. A Leading pharmaceutical company has recently taken over the management of a hospital in Delhi. This hospital has OPD, Surgery, Pathological Laboraties and emergency services. The Company wants you to undertake a research to study people's awareness and perception of the hospital.

   Questions :

   (a) Design a questionnaire you would use for the study.

   (b) What steps are involved in designing a questionnaire ?