

MANAGEMENT PROGRAMME

Term-End Examination

February, 2021

MS-066 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. With the help of the stages in the Marketing Research process prepare a Research Project Proposal to ascertain the passenger amenities provided by the Indian Railways.
2. (a) Distinguish between Exploratory and Descriptive research design, with examples.
(b) What makes Questionnaire design and development a critical task in a research project ? Discuss with an example.

3. (a) Explain the various scales used in marketing research to measure the attitudes of the respondents towards a Product/Service.
- (b) Why is tabulation considered as an essential activity in a research study ? Discuss.
4. Write short notes on any *three* of the following :
- (a) Structured Direct Survey using Questionnaire
 - (b) Steps in Sampling Process
 - (c) Uses of Qualitative Research
 - (d) Editing of Data
 - (e) Factor Analysis

SECTION B

5. (a) Havmor is a South Indian fast food joint spread across all the major cities in South India. There was a steep decline in sales for the last two years. The management has decided to add new items to the menu, but they want to know more about their customers' likes and dislikes and preferences, if any. What kind of research design would be appropriate ? Why ?
- (b) As a Marketing research consultant hired to organize focus groups for a health drink targeted for working women, what kind of people would you select to participate in the focus groups ? Why ?
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