

00931

**MASTER OF BUSINESS ADMINISTRATION  
(FULL TIME PROGRAMME) (MBACN)**

**Term-End Examinations**

**June, 2012**

**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. How might the following use marketing research ? Give reasons :
  - (a) Tata Motors
  - (b) Indian Airlines
  
2. For each of the following situations, decide whether the research should be exploratory, descriptive or causal. Elaborate briefly on the reasons for your choice :
  - (a) Identifying target market demographics for a shopping center.
  - (b) Establishing the functional relationship between advertising and sales.
  - (c) Investigating consumer reactions to the idea of a new laundry detergent that prevents shrinkage in hot water.
  - (d) Estimating the sales potential for a new industrial machine.

3. (a) What are the characteristics of a good questionnaire ? Illustrate.  
(b) What are the problems and errors in questionnaire design ?
4. (a) Discuss the principles in the design of attitude measurement scales.  
(b) How would you measure the reliability and validity of a scale ? Discuss.
5. (a) Briefly explain the characteristics of qualitative research. Illustrate your answer with suitable examples.  
(b) Discuss the importance of secondary research. Illustrate.
6. Briefly explain the various types of qualitative research methods. Illustrate your answer with suitable examples.
7. State the type of experiment being conducted in the following situations. In each case, identify the potential threat to internal and external validity. Give reasons for your answer.
  - (a) A major distributor of office equipment is considering a new sales presentation program for its sales persons. The largest sales territory is selected, the new program is implemented, and the effect on sales is measured.

- (b) Procter and Gamble wants to determine if a new package design for Tide is more effective than the current design. Twelve markets are randomly selected in the country. In six of them, randomly selected, Tide is sold in the new packaging. In the other six, the detergent is sold in the old package. Sales for both groups of markets are monitored for three months.
8. Write short notes on *any two* of the following :
- (a) Market tests
  - (b) ANOVA
  - (c) Types of panels
  - (d) Multidimensional scaling
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