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# MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

## MS-66 : MARKETING RESEARCH

*Time : 3 hours*　　　　　　　　*Maximum Marks : 100*
　　　　　　　　　　　　　　　*(Weightage 70%)*

*Note :*　(i)　*Attempt any three questions from Section - A.*
　　　　(ii)　*Section - B is compulsory.*
　　　　(iii)　*All questions carry equal marks.*

### SECTION-A

1.　(a)　Describe your understanding of the term Marketing Research.

　　(b)　"The marketing research process involves a number of interrelated activities which overlap and do not rigidly follow a standardized sequence". Explain.

2.　(a)　Why it is necessary to critically review the secondary data available to the researcher ?

　　(b)　Design a questionnaire to ascertain the learner satisfaction on the course material and the practical training offered by a leading computer training institute.

3. Give an example of a situation where each of the following techniques can be used and why ?

   (a) Factor analysis

   (b) Cluster analysis

   (c) Multi dimensional scaling

   (d) Conjoint analysis

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

   (a) Sources of primary data

   (b) Steps in sampling process

   (c) Coding of data

   (d) Attitude measurement and its relevance

   (e) Limitations of conducting marketing Research in India.

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## SECTION-B

5.  You are the Manager incharge of a Marketing Research project. Your goal is to determine what effects different levels of advertising have on consumption behavior. Based on the results of the project you will recommend the amount of money to be budgeted for advertising different products in the next financial year. Your supervisor will require strong justification for your recommendations, so your research design has to be sound.

**Question :**

Prepare a detailed Research design for the above.

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