

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

**Term-End Examination
June, 2013**

MCN-011 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

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1. Design a questionnaire for conducting exploratory marketing research before launching a new product. 20
 2. Explain the steps involved in carrying out marketing research. 20
 3. Write notes on the following : 20
 - (a) Writing a research report
 - (b) Research design
 4. Explain the difference between primary and secondary data giving suitable examples. 20
 5. Explain causality in experiments giving examples. 20

6. Distinguish between qualitative and quantitative research giving examples. 20
7. Write notes on the following : 20
- (a) ANOVA
 - (b) Sampling methods
8. What are the respondent errors ? How can these be minimised ? 20
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