

MANAGEMENT PROGRAMME

Term-End Examination

June, 2013

MS-66 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : All questions carry equal marks. Attempt any 3 questions from Section A. Section B (i.e. Q. 5) is compulsory.

SECTION-A

1. (a) Explain the various stages involved in Marketing Research Process.
(b) What is a Research Design ? Explain in brief the different types of Research Designs.

2. (a) What are the steps involved in a sampling process ? Explain.
(b) What sampling technique would you suggest for each of the following situations ? Give reasons for your answer.
 - (i) A survey by a private airline to understand the preferences and services expected by non business travellers.

- (ii) A survey to estimate the awareness of the use of pure water for drinking purposes in the rural areas of Rajasthan.
3. A leading FMCG company has recently launched "Fruit flavoured yoghurt" in the market. It is interested in knowing whether an association exists between consumers intention to buy the product and family size. The following table shows the result of the data collected.

Intention to Purchase ↓	Family Size →		
	Less than 4	4 - 6	More than 6
Will Purchase	34	26	25
Will Not Purchase	22	30	33

At 5% level of significance, test whether intention to purchase the flavoured yoghurt is associated to family size. State clearly the test used (Table value of χ^2 at 5% level of significance and $df = 2$ is 5.99)

4. Write short notes on **any three** of the following :
- Primary Scales of Measurement
 - Validity and Reliability of a scale
 - Multi Dimensional Scaling
 - Graphical Presentation of Data
 - Sources of Error in Primary Data Collection

SECTION-B

5. A passenger car manufacturer (mid segment sedan) has approached you to conduct a Marketing Research for him. As a part of this project you are required to develop a questionnaire to understand consumers perception of the brand, buying criteria and their relative importance and level of satisfaction.
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