

MANAGEMENT PROGRAMME**Term-End Examination, 2019****MS-066 : MARKETING RESEARCH****Time : Three Hours]****[Maximum Marks : 100
(Weightage 70%)**

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

SECTION-A

1. (a) When and why firms should consider Marketing research activities ? Discuss.
(b) What are the necessary steps to conduct Marketing research ? Explain.
2. What are the various kinds of sampling methods ? Write briefly on each of them and specify the situations where they could be best used.
3. Describe the importance of classification, coding, editing, tabulation and data presentation in the context of research study.

4. Write short notes on any three of the following :
- (a) Problems in conducting MR in India
 - (b) Sources of secondary data
 - (c) Nominal and ordinal Scales of Attitude measurement.
 - (d) Analysis of variance
 - (e) Factor analysis

SECTION-B

5. A bank manager notices that by the time customers get to the teller, they seem to be irritated and impatient the manager wants to investigate the problem further. You are hired by the bank to design a research project :
- (a) What type of research design would you consider and why ?
 - (b) Develop a suitable questionnaire for the study with minimum fifteen questions excluding general information of the respondents.

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