MS-066

MANAGEMENT PROGRAMME

Term-End Examination

June, 2022

MS-066 : MARKETING RESEARCH

Time : 3 hours   *Maximum Marks : 100*

(Weightage : 70%)

Note :

    (i)   *Answer any **three** questions from Section A.*

    (ii) *Section B is **compulsory**.*

    (iii) *All questions carry equal marks.*

SECTION A

1. (a) When and why are exploratory design methods generally used by researchers ? Explain the commonly used methods in exploratory design, with suitable examples.

    (b) Explain observation method as one of the powerful tools for data collection.

2. Differentiate Probability Sampling from Non-probability Sampling. Discuss the three most commonly used methods of probability and non-probability sampling used in research studies. Comment on the merits and limitations.

3. (a) What is Qualitative Research ? What are its uses ? Explain the major differences between Qualitative and Quantitative Research.

(b) Discuss the importance of editing, coding, classification, tabulation and data presentation in the context of research studies.

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

(a) Focus Groups

(b) Advantages and Disadvantages of Secondary Data

(c) Factor Analysis

(d) Cluster Analysis Uses

(e) Thurstone Equal Appearing Interval Scale

SECTION B

5. As a Marketing Consultant, you have been retained by a leading advertising agency to study and capture the casual clothing preferences of youth targeting both the college-goers and young working professionals in major cities of Rajasthan State.

Questions :

(a) What research design would be your choice and why ?

(b) Develop a suitable questionnaire wherein both quantitative and qualitative questions/statements should be reflected for the purpose of data collection.

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