MMPM-006

MASTER OF BUSINESS ADMINISTRATION (MBA)
Term-End Examination
June, 2023

MMPM–006 : MARKETING RESEARCH

Time : 3 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) What is the difference between a marketing information system and marketing research ? Justify the need for marketing research.

   (b) Briefly comment on the problems faced by researchers in conducting marketing research in India.

2. (a) Distinguish between Exploratory and Descriptive research designs, with the help of examples.

   (b) Explain with the help of suitable examples, the factors that influence an experiment's validity.

3. (a) Distinguish between primary and secondary data. When should each be used ? Explain with suitable examples.

   (b) What are the main sources of secondary data ? Elucidate.

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

   (a) Internet-based Marketing Research

   (b) Cluster Analysis

   (c) Coding of Data

   (d) Classification of Data

   (e) Conjoint Analysis

Section—B

5. A manufacturer of bakery items markets several brands of cookies to a chain of supermarkets. The product category is very

competitive, and competitors use a great deal of newspaper and television advertising, with some moving into social media advertising. The owner of the firm desires more information for making promotional decisions on social media.

(a) Design a social media marketing research process for the firm.

(b) Discuss the benefits of using social media for marketing research.