

**MBMM 3002**

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Third Semester

Marketing

**MARKETING RESEARCH**

Time : Three hours

Maximum : 100 marks

**SECTION A — (5 × 6 = 30 marks)**

Answer any FIVE questions.

1. Describe the multidisciplinary nature of marketing research.
2. What are the sampling errors that are likely to arise during the course of research study?
3. What is marketing decision support system? How is it beneficial to marketing research?
4. Define attitude. What are the limitations of attitude measurement?
5. What do you mean by secondary data? What are the sources of secondary data?

6. Discuss interview method of collecting primary data.

7. What is meant by editing of data? What are the purposes of editing?

8. State and explain the information requirements of international marketers.

**SECTION B — (5 × 10 = 50 marks)**

Answer any FIVE questions.

9. What are the sequence of steps involved in marketing research process?

10. Explain the different types of research design.

11. Describe various types of sampling design.

12. Discuss the different methods of random sampling techniques.

13. What is a hypothesis? Explain the steps involved in testing a hypothesis.

14. Explain the contents of a research report.

15. What are the 'before' methods of copy testing in advertising research?

16. How would you determine sample size for a field survey which has several objectives?

**SECTION C — (1 × 20 = 20 marks)**

Compulsory

17. A study was undertaken to assess the consumer satisfaction on a particular brand of television. Draw a suitable questionnaire to collect primary data from the respondents.