



Printed Pages : 2

MBA – 421

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7055

Roll No.

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M. B. A.

(SEM. IV) EXAMINATION, 2006-07

MARKETING RESEARCH

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all questions, The figures on the right indicate marks.

1 Attempt any **two** of the following. **10×2=20**

- (a) Marketing Research is the function which links the consumers, customer and public to the marketers through information.” Justify it.
- (b) How can we talk about scientific research in marketing when we don’t have accurate instruments to measure consumer attitude? Discuss with examples.
- (c) Discuss the interaction barrier between marketing manager and marketing researchers.

2 (a) Evaluate the implication of exploratory **10**

Research and Conclusive Research in view of the conditions in which they are used.

(b) What is ‘Research Design’? Why is research **10** design necessary to conduct a study?

OR

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- 2 (a) What characteristic, differentiate an experimental design from a descriptive design? **10**
(b) Discuss Factorial Design and analyse the problem in its implementations. **10**
- 3 Attempt any **two** of the following : **10×2=20**
(a) How secondary data are different from primary data? What are the advantages of using online data bases from the viewpoint of a professional marketing research firm?
(b) What is 'observation'? What are the advantages and limitations of observation as a method of collecting information?
(c) 'Questionnaire construction is more of an art than a science.' Examine this statement.
- 4 Attempt any **two** of the following : **10×2=20**
(a) Define multidimensional scaling and discuss its advantages.
(b) What do you understand by attitude measurement? Discuss the various methods of collecting attitude data.
(c) Develop an attitude scale, or a battery of attitude items, to be used by a beer producer inquiring about the products image on the following items; taste, cost, status, calories and quality.
- 5 Attempt any **two** of the following : **10×2=20**
(a) What is a convenience sample? In what situation should such a sampling method be used?
(b) Discuss the problems faced by researcher in gathering primary data in the field.
(c) What is the purpose of presenting data in a tabular form?
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