

(Time: 2 $\frac{1}{2}$ hours)

[Total Marks: 60

- N. B.: (1) All questions are compulsory.
(2) Make suitable assumptions wherever necessary and state the assumptions made.
(3) Answers to the same question must be written together.
(4) Numbers to the right indicate marks.
(5) Draw neat labeled diagrams wherever necessary.
(6) Use of Non-programmable calculators is allowed.

1. Attempt any two of the following: 12
- As a reputed airlines BINGO wants to conduct performance monitoring research. Describe what aspects will BINGO take into account and how will it conduct the research
 - How does data end up in a data warehouse where it can be used by a decision support system?
 - Why verification of theory followed by theory building are done? Explain with an example
 - Describe the organization of a marketing research department in a larger firm.
2. Attempt any two of the following: 12
- Describe the major components of a research proposal
 - What are the risks associated with exploratory research.
 - Describe the various channels used to distribute secondary data
 - Explain Push Technology
3. Attempt any two of the following: 12
- What are the common objectives of cross sectional surveys?
 - What measures will you adapt for increasing the response rates for mail questionnaire?
 - State the advantages and disadvantages of observation studies
 - How to minimize demand characteristics? Explain with an example
4. Attempt any two of the following: 12
- Compare discrete and continuous measures
 - What is a graphic rating scale? Describe the ladder scale with an example.
 - Compare Open-Ended Response and Fixed-Alternative Questions.
 - Researcher often are particularly interested in the subset of a market that contributes most to sales (for example, heavy beer drinkers or large-volume retailers). What type of sampling might be best to use with such a subset? Why?
5. Attempt any two of the following: 12
- What is the purpose of editing? Provide some examples of questions that might need editing.
 - Write a note on quadrant analysis.
 - Describe Type I and Type II Errors
 - Determine a hypothesis that the following data may address and perform a χ^2 test on the survey data. Indian Idol should be broadcast on weekends.
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| Agree | 45 |
| Neutral | 30 |
| Disagree | 25 |
| Total | 100 |