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. 10x2=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 Research and Conclusive Research in view of the conditions in which they are used. 10

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

OR

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2 (a) What characteristic, differentiate an experimental design from a descriptive design?  
(b) Discuss Factorial Design and analyse the problem in its implementations.

3 Attempt any two of the following : $10 \times 2 = 20$
(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 : $10 \times 2 = 20$
(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 : $10 \times 2 = 20$
(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?