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Your Roll No.....

20 | PGDIM / II Sem.
15 |
10 | Paper 108 - Marketing Research

A

Time : 3 hours

Maximum Marks : 70

(Write your Roll No. on the top immediately on receipt of this question paper.)

Section A (Short Questions) Maximum marks= 30

12.0 | Attempt any FIVE questions
72.0 | Each question carries six marks.
78.0 |

1. Differentiate between retrospective study design and prospective study design
2. Differentiate between systematic sampling and cluster sampling.
3. Discuss various methods through which primary data can be collected in the marketing research.
4. Discuss advantages and disadvantages of interview as a technique for marketing data collection.
5. What are the limitations of convenience sampling?
6. Formulate null and alternate hypotheses with two examples from marketing research.
7. Distinguish between item difficulty and item discrimination indices.
8. Describe the considerations that need to be kept in mind while formulating questions for marketing research data collection.

Section B (Long Questions) Maximum Marks= 40

Attempt any FOUR questions
Each question carries ten marks

9. A scale having a reliability index of 0.78 and validity index of 0.60 with 40 questions. If 60 more questions are added in this scale, what will be the new reliability and validity?
10. Describe the various steps involved in construction of a standard scale for measurement.
11. Calculate the $A \times B$ sum of squares for the $2 \times 4 \times 5$ factorial design with $n=10$ from the following $A \times B$ matrix

	A1	A2
B1	50	75
B2	45	65
B3	65	70
B4	60	50

12 Extract any two factors from the following correlational matrix obtained based on the survey conducted on the sample of 100 retailers

Variables	V1	V2	V3	V4	V5	V6
V1	1.0	0.58	0.37	0.54	0.19	0.24
V2		1.0	0.43	0.37	0.54	0.35
V3			1.0	0.33	0.30	0.19
V4				1.0	0.31	0.21
V5					1.0	0.32
V6						1.0

13. (a) Discuss the split-half method of establishing the reliability of a scale.

(b) "Reliability and validity of the measurement scale will be dependent on the number of questions asked." Justify your answer with suitable examples.

14. Write short notes on any two of the following:

- Writing a research report
- Applications of linear regression
- Multi-country data analysis
- Non-sampling errors