2113 A

M.Com./Sem.IV

Paper-7122 : Marketing Research

(Admissions of 2009 and after)

Time : 3 *Hours* *Maximum Marks* : 70

(Write your Roll No. on the top immediately

on receipt of this question paper.)

Note : Answers may be written *either* in English *or* in Hindi; but the same medium should be used throughout the paper.

Attempt all questions.

Write serial number of Part (a,b,c,d) of each question attempted.

1. (a) Is there any difference between Marketing Research Process and Research Design ? Elaborate. 8

And

(b) Distinguish between exploratory and conclusive research. 6

Or

(c) Describe the various probability sampling techniques by giving the suitable examples. 7

And

(d) What is test marketing and how does a firm use it to formulate marketing programs for national markets ? 7

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2. (a) What is purpose of using Chi Square test? What are the basic conditions where Chi Square test can be used?   6

<p style="text-align:center">And</p>

(b) A banking company wanted to enquire about the impact of advertisement aware campaign on a sample of 2020 banking customers. During the survey it found that out of the total sample of 2020 only 472 were aware of the advertisement. The total sample and sample of aware customers were distributed in to four satisfaction categories and four financial situation categories as shown in the following two tables :

(a) **Nationwide sample**

financial situation

	very comfortable	comfortable	problematic	very problematic	Total
Very satisfied	145	337	85	27	594
Satisfied	162	165	140	40	507
Dissatisfied	120	120	116	63	419
Very dissatisfied	95	115	146	144	500
Total	522	737	487	274	2020

(b) **Household who had seen the banking promos**

financial situation

	very comfortable	comfortable	problematic	very problematic	Total
Very satisfied	25	62	21	18	126
Satisfied	18	83	31	40	172
Dissatisfied	8	38	16	42	104
Very dissatisfied	7	9	18	36	70
Total	58	192	86	136	472

Using the above data to calculate the value of chi square and degree of freedom   8

Or

(c) What are the problems that a researcher may encounter at each step of the marketing research process? How can they be overcome? 7

And

(d) How is advertising effectiveness measured? Discuss the different methods of measuring effectiveness in print and audio visual ads. 7

3. (a) What is Marketing Information System (MIS) and how does it relate to Marketing Research? 8

And

(b) Define cluster Analysis. Explain step wise procedure for conducting cluster analysis. 6

Or

(c) What is consumer attitude and how can it be measured? Explain the major scaling techniques used for measuring attitudes. 8

And

(d) Define Factor Analysis. Explain step wise procedure for conducting factor analysis. 6

4. (a) Describe the various steps involved in the questionnaire design process with the help of suitable examples. 8

And

(b) What type of errors may take place during primary data collection in fieldwork and how can they be minimized? 6

Or

(c) Explain in brief the criteria that may be used for sales analysis. Use suitable examples to illustrate. 8

And

(d) Explain the conditions under which Z-test may be used. 6

5. Write short notes on any four of the following: 14

(a) Ethical issues in marketing research

(b) Essentials of a Research report

(c) Experimental Research Designs

(d) Marketing research in India

(e) Syndicated Research

(f) Usage of Secondary data

(g) Online Data Sources