

4207

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MBA (FT)

**Paper MBAFT -6207  
Marketing Research**

(Admissions of 2010 and onwards)

Time : 3 hours

Maximum Marks :50

(Write your Roll No. on the top of immediately on receipt of this question paper).  
Attempt any five questions. All questions carry equal marks.

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Q.No 1 Develop likert and semantic differential scale to measure viewer's perception of reality show? How would you measure reliability and validity of scale?

Q.No. 2 Design a suitable questionnaire to assess the preferences of buyer while buying healthy foods ? Also suggest suitable sampling frame and target population.

Q.No 3 Explain how would you conduct experimental research to evaluate promotion strategy of idea Cellular

Q.No 4 Explain detail plan of conducting focus group discussion to measure viewer perception of reality show

Q.No 5 Explain how ANOVA can be useful in measuring effectiveness of product placement in movie among three different age group (less than 25, 25-40 and 41 and above)

Q.No 6 a ) The HRD manager wishes to see if there has been any change in the ability of trainees after training programme. The trainees takes an aptitude test before the start of programme and equivalent test after they completed it

Trainees	A	B	C	D	E	F	G	H	I
Before	65	80	57	68	68	43	55	68	77
After	70	77	57	68	69	44	58	77	74

Has there any change taken place at 1% LoS? (Table Value 3.26)

b) In each of the following situation, indicate the appropriate test or test statistics that should be used. Justify your answer

i) Consumer preference for XYZ mobile were obtained on an 11-point likert scale .The same consumer were then shown a commercial about XYZ mobile. After the commercial preference was again measured .Has the commercial being successful in inducing a change in preference?

ii) Does the preference for XYZ Mobile follow normal distribution?

iii A comparison of mean salary of IIT and IIM grads (small sample)

iv Mobile uses (measured on interval scale) in three age group with disposable income