

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2011-2012

Subject: Marketing Research

Date: 28.12.2011

Semester III

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course old

Time : 3 hours

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the answer book which is provided for their use.

NB:

1. This question paper contains in all **four** questions.
 2. Answer to each new question to be started on a fresh page
 3. Support your answers with examples and illustrations where required'
 4. Figures in the brackets indicate full marks.
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Question 1: Answer in brief any **2 out of 4** questions

(10)

- a) What is the importance of Marketing Research in India?
- b) What are the various sources of secondary data?
- c) What are the ambiguities that a researcher might face in Questionnaire Method?
- d) What are the uses of Qualitative Research?

Question 2: Write short notes on any **2 out of 6**

(10)

- a) Focus Group Interviews
- b) Levels of Measurement in Scaling
- c) Meaning and Importance of Research Design
- d) Multi Dimensional Scaling
- e) Forced and Non Forced Response Formats
- f) Area Sampling

Question 3: Attempt any 3 out of 6 questions

(30)

- a) What is the scope of Marketing Research Function?
- b) Explain the meaning of Quasi Experimental Designs and describe the different types of Quasi Experimental Designs.
- c) What are the different types of questions that can be used in questionnaires? Explain the characteristics of a good questionnaire.
- d) What are the different methods of Data Collection?
- e) What are the different sources of Primary data? What are the advantages and limitations of using primary data?
- f) What are the different types of sampling designs? How can a researcher determine a sample size?

Question 4: Attempt either A or B out of the given problems

(20)

- A. Assume you are conducting an exploratory study about buying behavior for refrigerators.
- a. Specify the kind of information that is to be sought (7)
 - b. Outline a complete questionnaire for this study (7)
 - c. Explain how the data collected by your questionnaire will be coded and tabulated (6)

B. Attempt the following problems:

- a. A study was conducted to know whether there is any difference between the monthly income of officers in public sector banks to that of private sector banks. Some sample results are given below:

Sample Statistic	Public Sector Bank	Private Sector Bank
Sample Size	45	60
Sample Mean	₹ 9500	₹ 10800
Sample variance	₹ 438	₹ 725

Test the hypothesis that the income of the officers in private sector banks is higher than that of public sector banks using 5% level of significance

- b. The number of ice creams demanded in an ice cream parlour was found to vary from day to day. The following information was obtained for the sample

Days	Mon	Tue	Wed	Thu	Fri	Sat
No. of ice creams demanded	124	125	110	120	126	115

Test the hypothesis that the number of ice creams demanded does not depend on the day of the week. You may use 5 % level of significance.