

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014

Semester: III – RE-EXAM

Subject: Marketing Research

Marks : 50

Date: 20.12.2013

Time: 11.00 a.m. to 1.00 p.m.

**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

**Q. 1) Write short notes on (any 2 out of 4)**

**(Marks: 2X5=10)**

- a) Pre-testing of interview schedule
- b) Non-parametric tests
- c) Non-probability sampling
- d) Standard error of means

**Q. 2) Write short notes on (any 2 out of 5)**

**(Marks: 2X5=10)**

- a) Factor Analysis
- b) Sampling Design
- c) Purpose of literature survey
- d) Hypothesis testing
- e) Research Design

**Q. 3) Answer the following (Any 3 out of 5)**

**(Marks: 3X10=30)**

- a) What is Experimentation and Experimental Design? What are the factors affecting the experimental design?
- b) Explain the application of following in marketing research:
  - i) Bayesian Tree
  - ii) T-test
  - iii) Regression
  - iv) ANOVA
  - v) Correlation
- c) What are the general rules for designing a good questionnaire?
- d) Describe a commonly used format for writing marketing Research reports.
- e) What are the primary scales of attitude measurement? Illustrate. Distinguish between Semantic differential scale and Likert scale with examples.

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