

SVKM's NMIMS University
School of Distance Learning

Marketing Research

Date: 15.12.2007
Time: 3.00 to 6.00

Marks: 100

- Instructions: 1] Attempt any FIVE questions
2] All questions carry equal marks
3] Use of calculator permitted.

Q. No:1 Indicate in the right sequence the important stages in Marketing Research Process and explain in detail the importance of the First and the Last stage of the process.

Q. No: 2 a] Enumerate the factors which influence calculation of sample size and how do they influence it ?

B] A researcher studying expenditures of students on their books in NMIMS University have a 95% confidence level and permissible error range {E} of upto Rs 2 .If the estimate of the standard deviation is Rs 29, What should be the sample size {n} ?

Q. No: 3 Enumerate the basic components of a Research Report discussing in brief relevance and importance of each component.

Q. No: 4 What do you understand by the term 'Research Design' ?
Enumerate basic types of Research Design.
Differentiate between Exploratory Design and Conclusive design.

Q. No:5 a] a) Enumerate Probability and Non-probability sampling methods
B] Differentiate between Stratified Sampling and Cluster Sampling method.

Q. No: 6 State the basic scales [levels] of measurement and bring out their salient properties by citing relevant examples

Q. No: 7 a] Advantages and limitations of Secondary Data
B] Sources of non-sampling errors in research

Q. No :8 Write short notes on [ANY FOUR]

- 1] Latin Square Experimental Design
- 2] 'Focus Group' design of descriptive research
- 3] Snow ball Sampling method
- 4] Differentiate between Qualitative Research and Quantitative Research.
- 5] Factor Analysis
- 6] Conjoint Analysis
- 7] Applications of Multi-Dimensional Scaling

-----((((000*****000))))-----