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Total No. of Pages : 02

Total No. of Questions : 08

MBA (Sem.-3)
MARKETING RESEARCH
Subject Code : MBA 302-18
M.Code : 76890
Date of Examination : 07-07-21

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. Suppose you are having a soap company. You want to launch a new variety of soap. Outline the marketing research process for the same in detail.
2. What is Data collection? Discuss the various sources of data for marketing research.
3. Describe the following experimental designs using appropriate symbols:
 - a) After only Designs.
 - b) Before after Designs.
 - c) Before after with Control.
 - d) Only after with control.
4. What is Observation Research? Discuss the various types of observation designs and the variables.
5. What factors to be kept in mind while developing the questionnaire? Explain the various types of questionnaires commonly used in marketing research.
6. What is reliability of the data? Discuss the various methods of checking the reliability and validity of the data.
7. What is Chi-square Analysis? Taking one example discuss the steps in calculating the chi-square analysis.
8. What is SPSS? Discuss how the correlation is done in SPSS giving an example in detail?

Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.

Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

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