

MBA (Semester-3rd/4th)
MARKETING RESEARCH

Time : 03 Hours
Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is compulsory
- 2) Attempt any Five question from each Section -B

Section – A (10 * 2 = 20)

- Q1) (a) Differentiate between Exploratory and Descriptive Research design.
- (b) Define Paired-Comparison Scaling.
- (c) Define marketing Decision Support System.
- (d) Discuss the concept of factor- Loadings.
- (e) describe Price Penetration Policy.
- (f) What do you mean by copy testing?
- (g) Compare Primary and Secondary data.
- (h) What do you mean by Pilot Study?
- (i) define Latin square Design.
- (j) What do you mean by Preference Data in MDS?

Section - B
(5 * 8 = 40)

- Q2) What do you mean by 'Research Design'. Describe the procedure used in the preparation of a research proposal of synopsis.
- Q3) What advantages do statistical designs have over basic designs? Discuss statistical Designs in detail
- Q4) (a) What are the similarities and differences between Cluster Analysis and Discriminant Analysis.
- (b) Differentiate between Direct data and Corollary data methods of developing market potential estimates
- Q5) Describe the importance of considering the marketing environment in conducting International marketing Research.
- Q6) Discuss the technique of Conjoint Analysis. What are its applications.
- Q7) (a) Write a note on Brand Positioning.
- (b) What do you mean by Sales Forecasting? Why is it done?

