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CS/MBA (SUPPLE)/SEM-3/MM-303/09
MARKETING RESEARCH (SEMESTER - 3)

1. ..... *Signature of Invigilator*

2. ..... *Signature of the Officer-in-Charge*

Reg. No. | | | | | | | | | | | | | | |

Roll No. of the Candidate | | | | | | | | | | | | | | |

CS/MBA (SUPPLE)/SEM-3/MM-303/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JULY – 2009
MARKETING RESEARCH (SEMESTER - 3)

Time : 3 Hours] [Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
   b) For **Groups – B** & **C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

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Marks Obtained

	Group – A										Group – B			Group – C				
Question Number																	***Total Marks***	***Examiner's Signature***
Marks Obtained																		

.....

Head-Examiner/Co-Ordinator/Scrutineer

S-52019 (22/07)

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GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10

i) Likert scale is a

a) Micro-economic data capture method

b) Rating scale

c) Liking scale

d) Sequential scale.

ii) "The shop sells *T*-shirts of 40 and 42 size ; not the sizes 39 and 41." This is done on the application of

a) standard deviation b) median

c) mode d) Du-Pont scaling.

iii) Which one of the following is a non-probability based sampling ?

a) Zero probability sampling b) Judgement sampling

c) Quota sampling d) Convenience sampling.

iv) The error in sampling is obtained by

a) Cornbach-Alpha test b) SITA-beta method

c) Schumm collectivity scale d) none of these.

v) Type 1 error occurs when

a) null hypothesis is true but rejected

b) null hypothesis is true but accepted

c) null hypothesis is false, but accepted

d) none of these.

vi) Research on human observation and analysis is

a) Qualitative research b) Exploratory research

c) Statistical research d) Sampling.

vii) All the 42 students of class were interviewed to find out their satisfaction. This sample is called

a) heterogeneous sample b) universe sample

c) scope sample d) solo sample.

viii) A company manufacturing a seasonal product looks for

a) immediate weather reports b) time series data on weather

c) market data d) none of these.

ix) Questioning the life style experience of buyers coming out of a shopping mall is an example of

a) robust sampling b) random sampling

c) stratified random sampling d) none of these.

x) Which is a probability based sampling method ?

a) Stratified sampling b) Snowball sampling

c) Quota sampling d) Judgement sampling.

xi) SWOT analysis stands for

a) Strength-Weakness-Organization-Threat

b) Sequence Weightage Oscilating Test

c) Solo Winning Organizatioal Technique

d) Strength-Weakness-Opportunity-Threat.

xii) Sales forecasting is projected by various methods. Which is qualitative in nature ?

a) Regression models b) Delphi

c) Trend projections d) Moving average.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. What do you mean by a "reference group" in marketing research ?

3. How is a hypothesis formed during a research ? Write your answer briefly with bullet points only.

4. What do you mean by Latin Square Design ?

5. State the shortcomings of a telephonic interview.

6. Briefly elucidate the concept of "Level of confidence" in relation to market research.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. Suggest in detail the research to be carried out by you on behalf of a cornflakes brand, newly launched to analyse the buying behaviour analysis in a chain of shopping malls.

8. a) When is discriminant analysis used ?

   b) Elucidate the evaluation critera used in discriminant analysis. Provide suitable examples.

   c) Write at least ten parameters to judge the efficiency of the cabin crews in A-320 flights of Kingfisher Airlines. 5 + 5 + 5

9. Describe the goals of making a "research design". Draw the research design to check the severity of cancer from smoking on behalf of a Cancer Research Wing of a multi-speciality hospital.

10. a) What do you mean by "focus group interview" ? State the advantages and disadvantages of a focus group interview.

    b) How should a researcher determine the sample size for the analysis ? 7 + 8

11. a) How does multivariate statistical methods differ from univariate and bivariate methods ?

    b) Design a questionnaire to study the brand awareness of cement amongst different classes of customers. 5 + 10

12. Write short notes on any *three* of the following : 3 × 5

    a) Central Tendency

    b) Conjoint Analysis

    c) Z-value

    d) Factor Analysis

    e) Cluster Analysis.

END