Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA (OLD)/SEM-3FT & 5PT/MM-303/2010-11
2010-11
MARKETING RESEARCH

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words
*as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

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

 $10 \times 1 = 10$

    i) Which one of the following statements best characterises marketing research ?

        a) Research is a continuous process, providing a constant flow of information

        b) Research is conducted on a special-project basis

        c) Research is performed when routine information is required

        d) Research is the basis for marketing recurring marketing decisions.

    ii) Primary data are best describe as the

        a) first batch of data collected for a specific study

        b) data that are observed, recorded, or collected from respondents

        c) data that were complied for some purpose other than the study current study

        d) data that are collected for a computerised data base.

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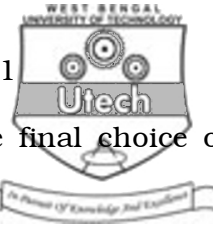
iii) In what type of sampling design is the final choice of respondents left up to the interviewer ?

    a) stratified sampling   b) random sampling

    c) quota sampling   d) cluster sampling.

iv) The real value of marketing research to the organisation can best be understood by

    a) its immediate impact on profits

    b) the amount of time spent

    c) how much it costs

    d) improvements in the ability to make decisions.

v) Nestle develops a scale to measure young adults' attitudes towards snacking. There is concern that, if the questions were given to the sample person several times they would produce different answers, Nestle is concerned about the scale's

    a) validity   b) reliability

    c) capacity   d) dependability.

vi) Secondary data cannot be obtained from

    a) trade journals   b) government reports

    c) yellow pages   d) surveys.

vii) A Focus Group is

    a) a form of qualitative research not using a structured Q & A method

    b) a form of quantitative research not using a structured Q & A method

    c) a form of qualitative research using structured Q & A method

    d) a form of quantitative research using a structured Q & A method.

viii) If Proctor and Gamble, the makers of Ariel, need to know what percentage of customers examine product labels before making a product selection in the supermarket, this could best be accomplished through

    a) focus groups   b) mail surveys

    c) personal interviews   d) observation.

ix) Suppose marketers at Unilever are trying to determine whether the use of money off coupons for detergent was the reason for a sales increase in a particular store. The type of study conducted to answer this question would be

    a) exploratory   b) descriptive

    c) causal   d) qualitative.
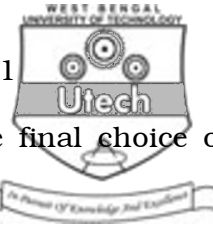
x) In what type of sampling design is the final choice of respondents left up to the interviewer ?

   a) random sampling   b) cluster sampling

   c) area sampling   d) quota sampling.

xi) If Adidas needs to survey retailers attitudes on the availability of product literature in athletic shoe shops and needs the results within four working days, Adidas will probably use .... survey.

   a) a telephone   b) a mail intercept

   c) personal interview   d) in-home survey.

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 × 5 = 15

2. Discuss the applications of Marketing Research.

3. Compare probability *vs* non-probability methods of sampling.

4. Discuss different projective techniques.

5. Outline the features of a good scale.

6. What are the precautions that need to be taken before framing a questionnaire ?

GROUP – C

(Long Answer Type Questions)

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

7. Enumerate the factors that influence calculation of sample size and how do they influence it ? A researcher studying expenditure of consumers on food items has 95% confidence level and permissible error range of upto Rs. 2. If the estimate of standard deviation is Rs. 29, what should be the sample size ?   9 + 6

8. a) Discuss various types of rating scales giving examples. What are their advantages and disadvantages ?

    b) The credit manager of Plaza Stores obtained the data of random samples of credit customers and recorded the data given below. The times of credit collection is divided into three categories : 15 days, 15 – 30 days and above 30 days. The sampling is done in three regions : urban, suburban and rural. Perform a chi-square test, at 5% level of the hypothesis that time to pay credit is independent of residence region. State both the null and alternate hypotheses. (the chi-square value at 5% significance level and 4 degrees of freedom is 9·488)

Payment of last bill (days)	Customers residence region		
	Urban	Suburban	Rural
Below 15	35	60	30
Between 15 to 30	75	90	45
Above 30	30	35	15

       6 + 9

9. a) Discuss the stages in Marketing Research Process.

b) Why is the stage of problem formulation so crucial ? 10 + 5

10. a) In a certain sample of 2000 families, 1400 families are consumers of tea. Out of 1800 Hindu families, 1236 families consume tea. State (at 5% level) whether there is any significant difference between consumption of tea among Hindu and non-Hindu families (Chi-square values at 5% level for 1 *d.o.f.* is 3·841).

b) It is known that the mean sales by sales executives at two different locations *A* and *B* are practically the same, but the standard deviations may differ. For 22 sales executives of location *A*, the standard deviation is 2·9 units while for 16 sales executives of location *B*, the standard deviation is 3·8 units. Test whether the sales of location *A* have the same variability as those of location *B* at 5% level (Tabulated value of *F* for (15, 21) *d.o.f.* at 5% level is 2·20). 6 + 9

11. a) "The role of statistics in marketing research is to function as a tool in analysing data and drawing conclusion therefrom." Explain this statement, pointing out the utility of correlation analysis in marketing research studies.

b) As a marketing researcher, you have collected the quarterly sales figures of no. of cars sold by a dealer of a small town. These are given below :

Year	Quarterly Sales			
	I	II	III	IV
1998	18	27	23	14
1999	17	30	20	13
2000	21	26	23	20
2001	21	29	26	16
2002	19	28	22	14
2003	22	30	26	16
2004	24	32	24	19
2005	21	29	29	13

Based on the above data, you are required to forecast the quarterly sales figures for the dealer for each of the quarters of 2006.   5 + 10

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