Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA/SEM-3(FT) & 5(PT)/MM-303/2012-13

2012

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)   All the following statistics are associated with discriminant analysis *except*

a)   Canonical correlation   b)   Centroid

c)   Structural correlation   d)   *t*-statistics.

ii) Appropriateness of Factor Analysis is determined by

a)   Kaiser-Meyer-Olkin (KMO) test

b)   *Z*-test

c)   *T*-test

d)   none of these.

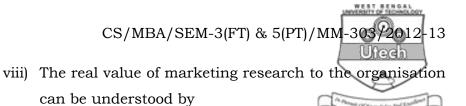16042   [Turn over

iii) Noneprobability sampling techniques includes all *except*

    a) convenience sampling   b) quota sampling

    c) snowball sampling   d) cluster sampling.

iv) All are primary scales of measurement *except*

    a) nominal scale   b) ordinal scale

    c) cluster scale   d) ratio scale.

v) Which one is not the component of attitudes ?

    a) Cognitive component   b) Desire component

    c) Affective component   d) Intention component.

vi) Itemized rating scale includes all *except*

    a) Rank order scale

    b) Semanetic differential scale

    c) Stapel scale

    d) Likert scale.

vii) External source of secondary data include all *except*

    a) Published data   b) Electronic data

    c) Syndicate data   d) Survey data.

viii) The real value of marketing research to the organisation can 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.

ix) Secondary data cannot be obtained from

    a)   trade journals   b)   government reports

    c)   yellow pages   d)   surveys.

x) 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 a structured $Q \& A$ method

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

xi) Which one is not part of the problem solving research ?

    a)   Segmentation research

    b)   Product research

    c)   Promotion research

    d)   Forecasting research.

xii) Marketing mix includes all *except*

    a)   product   b)   price
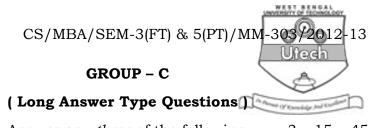
    c)   place   d)   personnel.

GROUP – B

(Short Answer Type Questions)

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

2. Compare and contrast Exploratory, Descriptive and Causal Research.

3. Describe briefly how it conduct a 'Focus Group' interview.

4. An economist is interested in estimating the average monthly household expenditure on food items by the household of a town. Based on the past data, it is estimated that the standard deviation of the population on the monthly expenditure on food items is Rs. 30 with allowable error set at Rs. 7·0. Estimate the sample size required at a 90 per cent confidence level. (At 90% confidence level, $Z = 1·645$).

5. Describe briefly (i) Normal scale, (ii) Interval scale.

6. Explain critically 'how multi-item scale can be evaluated' for accuracy and applicability.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) Explain the steps of a marketing research process.

    b) What are the criteria of a good marketing research ?

                                                        11 + 4

8. a) What are the conditions that should be satisfied in order to apply χ^2 test ?

    b) A pharmaceutical company wants to test the effectiveness of its newly developed vaccine for smallpox. The table given shows the data obtained during outbreak of smallpox.

	Attacked	Not attacked	Total
Vaccinated	31	469	500
Not Vaccinated	185	1315	1500
Total	216	1784	2000

Test the effectiveness of vaccination in preventing the attack from smallpox. Test your result with the help of χ^2 test at 5% level of significance. (Table value of χ^2 for 1 d.o.f. at 5% level of significance is 3·841).   5 + 10

9. a) Discuss the various benefits of sampling.

   b) A market research survey in which 64 consumers were conducted states that 64% of all consumers of a certain product were motivated by the product's advertising. Find the confidence limits for the proportion of consumers motivated by advertising in the population, given a confidence level equal to 0·95. (Value of the standard variate, z for 0·95 confidence interval is 1·96).

   5 + 10

10. a) What makes an effective questionnaire ? Why do we need one well-designed questionnaire ?

    b) In modern times, working women are facing problems like eve teasing, sexual harassment, gender discrimination at the time of promotion, salary fixation etc. You, as the head of Welfare Association, have been asked to write a report on Gender Discrimination at work place. Prepare a questionnaire for women professionals working in various organisations in order to elicit the relevant information.   (3 + 3) + 9

11. a) What are some of the issues that should be kept in mind while determining the size of a sample by a researcher ?

b) Determine the size of a sample for estimating the true weight of containers with 99% probability for the universe with $N = 5000$ on the basis of the following information :

i) Variance of weight = 4 kg on the basis of past records

ii) Allowable error = 0·8 kg of the true average weight.

What will be the size of the sample if we assume infinite population in the above case ?

(Value of the standard variate, z for 0·99 confidence interval is 2·58)   5 + 5 + 5

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