Name : .....

Roll No. : .....

Invigilator's Signature : .....

CS/MBA (OLD)/SEM-3 FT & 5 PT/MM-303/2009-10

2009
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 of the following : 10 × 1 = 10

   i) Snowball sampling is kind of

      a) probability sampling

      b) non-probability sampling

      c) stratified sampling

      d) not a sampling at all.

   ii) Third person technique is a projective method used under

      a) expressive technique

      b) association technique

      c) completion technique

      d) construction technique.

iii) Equal sample interval resembles

a) multistage sampling b) purposive sampling

c) quota sampling d) systematic sampling.

iv) 'TAT' stands for

a) Thematic Additive Test

b) Thematic Appreciation Test

c) Thematic Apperception Test

d) Thematic Alternate Test.

v) Panel members provide

a) single cross-sectional data

b) eigenvalue

c) longitudinal data

d) error-free data.

vi) Psychogalvanometer is a device used for

a) heat measurement b) error tracking

c) laddering d) observation.

vii) The change in dependable variable with the change of independent variable is measured by

a) Markov chain

b) Monte Carlo simulation

c) Conjoint analysis

d) Multiple regression.

viii) Which of the following statistical techniques is used to determine the underlying dimensions of larger set of inter-correlated variables ?

a) Multidimensional scaling

b) Queuing model

c) Factor analysis

d) Discriminant analysis.

ix) Which one of the following is a modification of Q-sort technique ?

a) Thurston scale b) Likert scale

c) Stapel scale d) Mean square scale.

x) Scalogram analysis is basically a

a) subject centric approach

b) rating method

c) response centric approach

d) multidimensional scaling.

GROUP – B
(Short Answer Type Questions)

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

2. Compare census survey with sample survey.

3. Write a short note on factor analysis.

4. What are the essential steps to be followed in writing an effective marketing research report ?

5. Distinguish between sampling and non-sampling errors with an example.

6. What factors must a researcher consider in determining sample size ? Illustrate with an example.

GROUP – C
(Long Answer Type Questions)

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

7. a) Define research design. 3

   b) What are the objectives of research design ? 5

   c) Examine the different types of research design that a marketing researcher needs to consider. 7

8. a) What is measurement ? What are the scales of measurement, and what information is provided by each ? 2 + 5

b) Construct a questionnaire to explore the attitude of school teachers of any higher secondary level school regarding the course of Media Science. 8

9. a) A company has the head office at Kolkata and a branch at Mumbai. The management wants to know if the sales people at the two places would like the introduction of a new plan and a survey was conducted for this purpose. Out of a sample of 500 sales people at Kolkata for the eastern region, 62% favoured the new plan. At Mumbai, out of a sample of 400 workers 41% were against the new plan. Is there any significant difference between the two groups in their attitude towards the new plan at 5% level ? (z-value for two-tailed test at 5% level of significance : 1·96) 6

b) The number of scooter accidents per month in a certain town were as follows :

12, 8, 20, 2, 14, 10, 15, 6, 9, 4.

Are these frequencies in agreement (at 5% level) with the belief that accident conditions were the same during the 10 month period ? (Chi-square value at 5% level for 9 d.o.f. is 16·919) 9

10. a) The mean weekly sales of the chocolate bar in candy stores was 146·3 bars per store. After an advertising campaign, the mean weekly sales in 22 stores for a typical week increased to 153·7 and showed a standard deviation of 17·2. Was the advertising campaign successful at 5% level ? (Tabulated value of t for 21 d.o.f. at 5% level is 1·721) 7

b) It is found that 35 out of 250 housewives in Delhi, 22 out of 220 housewives in Mumbai and 39 out of 300 housewives in Kolkata watch a certain TV program. At 5% level of significance, test whether there is any difference between the two proportions of housewives who watch the TV program in these cities. (Chi-square value at 5% level for 2 d.o.f. is 5·991) 8

11. a) Estimate the sales for 2009 : 9

Year :	2000	2002	2004	2006	2008
Sales (000 units) :	18	21	23	27	16

b) Out of a sample of 120 persons in a village, 76 persons were administered a new drug for preventing influenza and out of them, 24 persons were attacked by influenza. Out of those who were not administered the new drug, 12 persons were not affected by influenza. Use Chi-square test in finding out whether the new drug is effective or not at 5% level. (Chi-square value at 5% level for 1 d.o.f. is 3·841) 6