

Roll No.

Subject Code—2152

M. Com. (Part II) EXAMINATION

Optional Group-II (Marketing)

MC-207 (M)

MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Note : Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Define the following in brief :

- (a) Name the types of Research Design.
- (b) Online data sources.
- (c) Characteristics of Independent Samples.
- (d) Primary functions of Marketing Research.
- (e) What do you mean by Advertising Research ?

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- (f) What is a Nominal Scale ?
 - (g) Different methods of determining sample size.
 - (h) What is the purpose of a hypothesis test of differences between groups ?
 - (i) Describe the ethical issues involving the *protection of client*.
 - (j) How should a report be organized ?
2. Why is Marketing Research the key to better decisions ? Discuss the steps in the research process.
3. (a) State the major problems encountered with the secondary data.
- (b) Suggest an orderly series of steps to follow in developing questionnaire.
4. Discuss the various scales of measurement. How do you construct an attitude scale ?
5. What are the specifications that must be made in order to determine the sample size required to estimate the population mean using a simple random sample ?

6. "Research Reports should be tailored to fit their audience." Explain the key aspects that need attention in report writing and presentation.
7. Differentiate between Univariate and Multivariate Analysis. Under what circumstances do we use the multivariable analysis ?
8. Write short notes on any *two* of the following :
 - (a) Scope of International Marketing Research
 - (b) Various ethical issues in Marketing Research
 - (c) Sampling and Non-sampling Errors.