

Total No. of Questions – 10]
(2022)

[Total Pages : 2

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M.B.A. Examination

MARKETING RESEARCH

Paper-MM-01

(Semester-III)

Time : Three Hours]

[Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each Unit. Each question carries equal marks.

UNIT-I

1. What do you mean by scope and functions of Marketing Research? Explain.
2. Explain various criterion models to formulate a Research problem.

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UNIT-II

3. What do you understand by Research design? Explain its significance.
4. Differentiate causal, descriptive and quasi-experimental research design with suitable examples.

UNIT-III

5. What do you mean by data collection? Explain its methods.
6. Note down different steps involved in the analysis and interpretation of data.

UNIT-IV

7. Describe various sampling techniques used in Marketing Research.
8. Elaborate and differentiate Significance level and Confidence level with suitable example.

UNIT-V

9. Write down the applications of Research in Price determination of a service.
10. Describe the role of research in market segmentation.