

M.COM : SEMESTER - IV

SUBJECT : MARKETING RESEARCH (MC4.3)

SET - 1

Full Marks : 70

Time : 3 hours

Answer questions from all the Parts

The figures in the right hand marking indicate marks

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

PART : A

(Objective Type Questions)

- 1) Objective Type questions : (1 x 10)
- i) It is the job of _____ to produce insight into the customer's attitude and buying behavior.
a) Marketing Researcher b) Marketing Planner
c) Marketing Personnel d) None of the above
- ii) _____ provides diagnostic information about how and why we observe certain effects in the marketplace, and what they mean to marketers?
a) Marketing information b) Marketing data
c) Marketing insights d) None of the above.
- iii) _____ as the systematic design, collection, analysis and reporting of data and findings relevant to a specific market situation facing the company.
a) Marketing Research b) Marketing Planning
c) Data Collection d) None of the above
- iv) Write the number of categories into which the Marketing Research firms fall.
- v) In the second step of the marketing research process, research objectives should be translated into specific _____.
a) Financial amounts b) Results that justify the means
c) Marketing goals d) Information needs
- vi) IMRB International is a Syndicated Service Research firm. (True or False)
- vii) _____ design and carry on research studies for various clients based on specific briefs.
a) Customer Marketing Research Firm b) Syndicated Service Research firm
c) Speciality line marketing Research firm d) None of the above
- viii) Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?
a) Focus groups b) Personal interviews
c) Questionnaires d) Observational research
- ix) In a marketing research process, problem should not be defined _____.
a) Too broadly b) Too narrow c) Either too broadly or too narrow d) None of the above
- x) _____ from the decisions can be a good way of defining problems because the purpose of research is to generate meaningful information.
a) Working from start b) Working backwards c) A & B d) None of the above

PART : B

(Answer any four of the following in 400 words)

2. What is Research Design ? With an example each, explain the various kinds of Research Designs that can be used in Marketing Research.
3. What do you understand by the term Marketing Research ? Explain the various stages in the Marketing Research Process
4. What is the relevance of Projective Techniques in data collection for Marketing Research ? With examples, explain the various kinds of Projective Techniques used in Marketing Research.
5. Write short notes on any three of the following :
 - (a) Semantic Differential Scale
 - (b) Non Probability Sampling techniques
 - (c) Factors affecting the validity of an experiment
 - (d) Discriminant analysis
 - (e) Graphical presentation of data
6. (a) Explain the scope of Marketing Research function giving suitable examples.
(b) Differentiate between exploratory and descriptive research designs.
7. (a) Explain with examples, the four types of primary scales used for measurement in Marketing Research.
(b) What are the various methods used for data collection in Marketing Research ? Explain any two of them in detail.
8. A Leading pharmaceutical company has recently taken over the management of a hospital in Delhi. This hospital has OPD, Surgery, Pathological Laboratories and emergency services. The Company wants you to undertake a research to study people's awareness and perception of the hospital.

Questions :

- (a) Design a questionnaire you would use for the study.
- (b) What steps are involved in designing a questionnaire ? (15 x 4)

Name of paper setter :

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KEY ANSWER

1 (OBJECTIVE TYPE QUESTIONS):

- i) a) Marketing Researcher
- ii) c) Marketing insights
- iii) a) Marketing Research
- iv) 3
- v) d) Information needs
- vi) True
- vii) c) Speciality line marketing Research firm
- viii) d) Observational research
- ix) c) Either too broadly or too narrow
- x) b) Working backwards