

00618

**MASTER OF BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME) (MBACN)**

Term-End Examinations

December, 2011

MCN-011 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

Note : *Answer any five questions.*

All questions carry equal marks.

1. (a) Briefly discuss the nature and scope of marketing research in the context of changing business environment in India.
(b) Enumerate the steps involved in the marketing research process and briefly discuss the importance of each of them.

2. The Ministry of Finance is proposing to conduct a technical study for printing currency notes on a plastic-like substance. Currency printed on this substance would increase the circulation life of lower value currency notes and enhance their utility in vending- type equipment. What type of consumer research should be conducted ? Suggest a suitable research design for the study.

3. (a) What are respondent errors ? How can they be minimized ?

- (b) People tend to respond to surveys dealing with topics that interest them. How would you exploit this fact to increase the response rate to a survey of attitudes toward the local transit system in a city where vast majority of people drive to work or to shop ?
4. (a) Distinguish between qualitative research and quantitative research. Illustrate.
(b) What are focus groups ? Using an example, explain how a focus group is conducted.
5. (a) Briefly explain the observational methods of data collection. Illustrate your answer with suitable examples.
(b) What are the differences between primary and secondary data ? What are the different forms of computerized databases ?
6. Briefly explain the process of questionnaire design. Illustrate with a suitable example.
7. (a) Briefly explain the causality in experiments. Give suitable examples.
(b) Using a suitable example, explain factorial research design.
8. Write short notes on *any two* of the following :
(a) Exploratory research
(b) Sample design
(c) Laddering interview
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