

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Third Semester MBA Degree Examination February 2022 (2020 scheme)

Course Code: 20MBA261

Course Name: MARKETING RESEARCH

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

Marks

- | | | |
|---|---|-----|
| 1 | What do you understand by Marketing Information System? | (2) |
| 2 | Explain the term Research Design. | (2) |
| 3 | Discuss measurement in Marketing Research? | (2) |
| 4 | What is Applied Research? | (2) |
| 5 | What is a Leading question? | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

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|---|--|------|
| 6 | While analyzing the reports from the market, Mr. Kumar, the marketing head of PNQ Ltd. noticed that lot of customer complaints are lodged on their leading brand. He wants to carry out a study to know the reason for the same. Guide Mr. Kumar through the major steps in the marketing research process. | (10) |
| 7 | A leading NGO is planning to carry out a study to identify the reasons for drug abuse in youth. Which are the possible sampling methods they can adopt in their study with examples? | (10) |
| 8 | Mr. Ram who is a research assistant with a marketing research firm has designed a tool for collecting data regarding the re-purchase intentions of customers with respect to brand X. His manager wanted to know the validity of the tool. Help Ram in understanding the concept of validity and various validity tests he can adopt to ensure quality of measurement. | (10) |
| 9 | Explain the layout of the Research Report of the Market Research Study of a product of your interest? | (10) |

- 10 a) Describe exploratory research design and discuss its goals, merits and demerits (6)
- b) In a sample of 600 sales people from territory A 450 are high achievers. A sample of 900 sales people from territory B has 450 high achievers. Do the data indicate that the two territories are significantly different with respect to achievement drive of sales people? (Table value of Z at .05 = 1.96) (4)

PART C

Compulsory question. This question carries 20 marks

- 11 You have been invited by a marketing research organization to give orientation for their new batch of research assistants on the following topics:-
- a) Hypothesis and the general procedure for testing hypothesis. (6 marks)
- b) Primary scales of measurement with examples. (6 marks) (20)
- c) Analysis and Interpretation (4 marks)
- d) Research Report writing(4 marks)

Describe in detail you plan for the orientation programme.
