MBMM 3002

M.B.A. DEGREE EXAMINATION, JUNE 2014.

Third Semester
Marketing

MARKETING RESEARCH

Time: Three hours
Maximum: 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Describe the multidisciplinary nature of marketing research.

2. What are the sampling errors that are likely to arise during the course of research study?

3. What is marketing decision support system? How is it beneficial to marketing research?

4. Define attitude. What are the limitations of attitude measurement?

5. What do you mean by secondary data? What are the sources of secondary data?
How would you determine sample size for a field advertising research?

What are the different methods of copy testing in testing a hypothesis?

What is a hypothesis? Explain the steps involved in technique.

Discuss the different methods of random sampling.

Describe various types of sampling design.

Explain the different types of research design.

What are the sequence of steps involved in marketing research process?

Answer any five questions.

SECTION B — (5 × 10 = 50 marks)

International markets.

State and explain the information requirements of purposes of data? What are the data.

Discuss interview method of collecting primary

Compulsory

A study was undertaken to assess the consumer satisfaction on a particular brand of television.

Draw a suitable questionnaire to collect primary data from the respondents.