

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

MS-66 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

-
- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
-

SECTION - A

1. Differentiate between Internal and External validity of an Experiment in Marketing Research. Explain with examples, the factors that can influence the validity of an experiment in marketing research.
2. A leading FMCG manufacturer currently markets its brand of a clothes starch which is in dissolvable powder form. It now plans to launch a spray version of this starch. As a consultant, you are required to develop a "Marketing Research Proposal" clearly giving the stages in the Marketing Research process for this case.

3. (a) Discuss the need for using secondary data in marketing research. Enlist a few sources of secondary data.
(b) Explain the various areas of application of multi-dimensional scaling.

4. Write short notes on **any three** of the following :
 - (a) 'Types of Research Design in Marketing Research.'
 - (b) Projective Techniques of data collection.
 - (c) Probability Sampling Techniques.
 - (d) Rating Scales used in Marketing Research.
 - (e) Conjoint analysis.

SECTION - B

5. The management of PQR Mall, has asked you to undertake a survey designed to gather information on consumer perception, patronage and satisfaction with various aspects of the mall. Design a questionnaire for this purpose.
[The questionnaire would be administered personally and should take 10 - 15 minutes to administer]
-