

Total No. of Questions : 5]

SEAT No. :

P1446

[5365]-3014

[Total No. of Pages : 2

M.B.A.

**305 - MKT : CONTEMPORARY MARKETING RESEARCH
(2016 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Discuss briefly the meaning of marketing research. Explain its significance in Modern times.

OR

What is qualitative research? Discuss different methods of conducting qualitative research.

Q2) Design a questionnaire to study online buying behaviour of consumers for electronic goods using appropriate attitudinal scale.

OR

Explain the term scaling. Elaborate applications of Likert and Semantic Differential Scales.

Q3) Discuss non-probability sampling methods in detail, giving suitable examples.

OR

What sampling design you would select for a study to find out the household expenditure on home care products by various income groups? Give details of sampling method with proper justification.

Q4) On the basis of information about the treatment given to 200 patients, state whether there are difference in the effectiveness of the treatment. (Given the critical value of Chi-square for 1 degree of freedom, 5% level of significance is 3.841).

P.T.O.

Treatment	Favourable Response	No Response	Total
New	50	50	100
Conventional	30	70	100
Total	80	120	200

OR

What is conjoint analysis? Discuss applications of conjoint analysis.

Q5) What is Multi-dimensional scaling? Discuss its use in marketing research.

OR

Discuss the concept of discriminant analysis and its objectives in research.

