

Total No. of Questions :7]

SEAT No. :

**P3745****[4870]-303**

[Total No. of Pages :2

**M.B.A.****MARKETING MANAGEMENT SPECIALISATION - I****303A: Marketing Research****(2008 Pattern) (Semester - III)***Time : 3 Hours]**[Max. Marks :70**Instructions to the candidates:*

- 1) *Attempt any five questions.*
- 2) *All questions carry equal marks.*
- 3) *Use of electronic calculator is permitted.*

**Q1)** What is marketing research? discuss scope, application of marketing research.**Q2)** Explain in brief (Any Two):

- a) Focus group
- b) Mystery shopping
- c) Simple Random sampling

**Q3)** The following information is obtained concerning an investigation of 50 ordinary shop of small size.

Organization run by	Shops located in	
	Urban Area	Rural Area
Men	17	18
Women	3	12

Can it be inferred that shops run by women are relatively more in rural areas than in urban area? Use chi square test. (Given the critical value of chi square for 1 degree of freedom at 5% level of significance is 3.841)

**P.T.O.**

- Q4)** Draft a questionnaire to study customer perceived brand image of FM Radio Channels among car drivers.
- Q5)** What is descriptive research design? Discuss longitudinal and cross sectional analysis.
- Q6)** A multinational company is dealing in various products. They want to enter in a retail marketing of grocery and other items in a developing country. Prepare a marketing research proposal.
- Q7)** What is marketing research report? Discuss fundamentals of a good report.



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