

Total No. of Questions : 7]

[Total No. of Pages : 2

P592**[3775] - 303****M.B.A.****April 2010****MARKETING MANAGEMENT SPECIALISATION****(303 A) : MARKETING RESEARCH****(2008 Pattern) (Sem. - III)****Time : 3 Hours]****[Max. Marks : 70****Instructions to the candidates:**

- 1) All questions carry equal marks.
- 2) Question no. 7 is compulsory.
- 3) Answer any 4 questions from Q. 1 to Q. 6.
- 4) Use of non programmable electronic calculator is allowed.

Q1) Define Marketing Research. State its applications in marketing mix.

Q2) Discuss with examples various types of Research Designs.

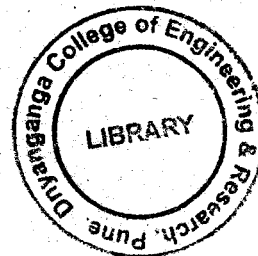
Q3) What is secondary data? Explain its merits and demerits. State various sources of secondary data.

Q4) Discuss following tools of data analysis with their application in Marketing Research:

- a) Conjoint Analysis.
- b) Multidimensional scaling.

Q5) The car manufacturer has collected data regarding three different cars and household income of car owners. The data is presented in the table shown below. The manager wants to test whether the preferences of buying a car differ according to the house hold income.

- a) State the Null & Alternative Hypothesis.
- b) Calculate the expected frequencies.

**P.T.O.**

- c) Test the Hypothesis and draw the inference.

Table :

Car Model	Income Group (Rs. Lakhs)					Total
	3-4	4-5	5-6	6-7	7 onward	
Nano	23	24	33	23	12	115
Wagon-R	11	17	35	15	10	88
i 20	7	12	15	7	6	47
Total	41	53	83	45	28	250

(Given Chi-square value for g.d.f. at 5% level of significance is 15.5)

Q6) Write short notes : (Any two)

- Ethics in Marketing Research.
- Marketing Intelligence system.
- Factor Analysis.

Q7) "LOOK GOOD" is planning to launch its new concepts centres targeted at the urban population. The company offers complete make-over services. As the concept is new in the Indian context the company wishes to assess the feasibility and acceptance by the prospects. Prepare a "Marketing Research Proposal" to be submitted to the C. E. O. of "LOOK GOOD". (Make and state the necessary assumptions).

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