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M.B.A. (Sem. - III)

April-2011

MARKETING MANAGEMENT SPECIALISATION

303 A : Marketing Research (2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five questions.
- 2) All questions carry equal marks.

Q1) What is primary data? What is secondary data? List the differences between internal and external secondary data. Explain whether one is better than the other and why?

Q2) Draft a questionnaire to study customer perceived brand image of FM Radio channels among car drivers.

Q3) What are projective techniques? What are their uses in marketing research? What are the limitations in interpreting responses to projective techniques?

Q4) Explain in brief (any two) :

- a) Segmentation Research
- b) Sales Forecasting Research
- c) Viral marketing Research

Q5) An insurance agent has claimed that the average age of policy holders who insure through him is less than the average for all agents, which is 32 years. A random sample of 100 policy holders who had insured through him gave an average age of 30 years. Assuming a standard error of 5 years, do you think that his claim is justifiable?

Use α at 5% level of significance to test the claim. ($Z = -1.64$)

P.T.O.

Q6) Explain in brief (any two)

- a) Conjoint analysis
- b) Multidimensional scaling
- c) Shop and retail audits

Q7) What kind of sampling scheme will you select in each of the following situations :

- a) A survey to find out smoking habits in north India.
- b) An all India survey to find out the profile of households who have more than one television.
- c) A survey of food habits of working females visiting fitness centers.
- d) A survey to estimate the potential users of microwave ovens in Pune.



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