Total No. of Questions :5]

P2160

SEAT No. :

[Total No. of Pages : 2

[5165]-304
M.B.A. (Semester - III)
305 MKT : CONTEMPORARY MARKETING RESEARCH (Specialization)
(2013 Pattern)

Time : 2.½ Hours]   *[Max. Marks :50*

Instructions to the candidates:
1) *Answer five question.*
2) *All questions carry equal marks (10).*

Q1) a) What is the meaning and role of marketing research.

OR

b) Define research design. Explain the 'Explorative research design.

Q2) a) What is primary Data? Explain the difference between Primary Data and secondary Data.

OR

b) Define 'Scales' and 'Scaling Techniques' with example.

Q3) a) Define 'Population'. Explain the 'Sample designs'.

OR

b) Explain the Study of effectiveness of 'advertising and 'sales promotional' compaigns.

Q4) a) What is the concept of 'Hypothesis? Discuss the types of 'Hypothesis'.

OR

b) What is the concept of 'conjoint Analysis'? Explain its application in marketing Research.

P.T.O.

Q5) Write short notes on (any two):

    a)   Multidimensional scaling technique.

    b)   Peruptual Mapping.

    c)   Cluster Analysis.

<div align="center">OR</div>

Define 'Discriminant Analysis'. Explain its application in marketing Research.

<div align="center">ⵔⵔⵔ</div>