

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2064)

14893

MBA 3rd Semester Examination

Marketing Research (O.S.)

MM-01

Time : 3 Hours

Max. Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt five (5) questions in all, selecting atleast one question from each unit.

**UNIT - I**

1. Define marketing research. Explain the process of marketing research. (12)
2. Define marketing research. Briefly discuss the nature and scope of marketing research in the context of globalisation. (12)

**UNIT - II**

3. Explain and differentiate exploratory, descriptive and Quasi research designs with suitable examples. (12)
4. Explain the following:
  - (a) Randomised block design
  - (b) Latin square design
  - (c) Factorial design. (12)

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**UNIT - III**

5. Explain different types of errors to avoid in data collection. (12)
6. Explain the following:
  - (a) Correlation
  - (b) Bivariate regression
  - (c) Multiple regression
  - (d) Stepwise regression. (12)

**UNIT - IV**

7. Explain the process of sample collection. (12)
8. Compare the merits and demerits of probability sampling and non-probability sampling. (12)

**UNIT - V**

9. List and discuss the steps in writing a research report. (12)
10. Explain the application of marketing research techniques in new product development. (12)