

Total No. of printed pages = 2

25(2) MRM 206

2009

**MARKETING AND BUSINESS RESEARCH  
METHODOLOGY**

Paper : 206

Full Marks - 70

Time - Three hours

The figures in the margin indicate full marks for  
the questions.

Answer any *five* questions.

1. "Every steps of research process must be followed serially for effective and accurate research finding." Explain with examples. 14
2. Discuss the utility of Semantic Differential scale and Likert's scale in attitude measurement with appropriate examples. Which one yields better results ? 14
3. Why is Random error more dangerous than Systematic error ? Discuss some ways to minimise these errors. 7+7=14

[Turn over

4. How does the research design of Exploratory research differs from those of Conclusive and Causal research ? 14
5. "Construction of questionnaire is newest of all science and oldest of all arts." Elucidate the statement. 14
6. (a) Discuss the advantages and disadvantages of Primary and Secondary data in marketing research. 7
- (b) What are the different types of research reports ? How market research report is different from others ? 7
7. Write short notes on any two : 7+7=14
- (a) Longitudinal Vs. Cross-sectional design.
- (b) Multivariate analysis.
- (c) Parametric Vs. Non-parametric tests.