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**25(2) MBRM 206**

**2010**

**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. (a) What is the difference between a symptom and a problem ? Discuss how a researcher will identify and define a research problem. 7
- (b) What are the differences between research questions and hypotheses ? Illustrate your answer with suitable examples. 7

[Turn over

2. (a) What is qualitative research ? Why qualitative research is commonly used in exploratory research design ? 7

(b) Explain briefly the important characteristics and process of conducting either (i) Focus Group, or (ii) Depth Interview as qualitative research procedure. 7

3. What is the Likert Scale ? Construct a Likert Scale (at least 5 statements) to understand the perception of consumers regarding purchase behaviour of any FMCG product. How the findings of this scale can be analysed ? Illustrate. 14

4. A 3-star hotel located in Delhi has been experiencing a decline in its occupancy during the past one year. The management is considering attracting business executives to provide adequate facilities for holding business conferences, workshops etc. Since its inception, the hotel has been maintaining a complete record of its guests and the guest file contains over 8000 cards.

As a researcher, how will you answer the following queries ?

(a) State two objectives that you will use to study the problem.

(b) Is there any need to set up research hypotheses ? If yes, write two hypotheses.

(c) Which sampling technique will be appropriate for this study ? Give reasons. 14

5. (a) What is meant by reliability and validity of a test ? 7

(b) What is meant by research design ? Discuss briefly the three broad categories of research design. 7

6. Explain the significance of a research report and narrate the various steps involved in preparing such a report. 14

7. (a) Discuss the issues involved in pretesting a questionnaire. 7

(b) Present a systematic classification of hypothesis testing procedures. 7

8. Write short notes on any *two*:  $7 \times 2 = 14$

- (a) Sampling error and non-sampling error.
- (b) Bivariate population and Multivariate population.
- (c) Random and non-random sampling.