25 (2) MBRM 206

2 0 1 1

MARKETING AND BRM

Paper : 206

(Old Syllabus)

Full Marks : 70

Time : 3 hours

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

Answer *any* **five** questions

1. *(a)* Explain what is meant by marketing research with illustrations from different areas of marketing where marketing research can be helpful to managers. What are the major limitations of marketing research? 5+3=8

   (b) Discuss the sequence of steps involved in a marketing research project. 6

2. *(a)* How do exploratory, descriptive and causal studies differ from each other? 8

   (b) What is a scale? Explain the various types of numerical scales used in attitude scaling. 6

(Turn Over)

3. (a) Explain the following types of questions, giving suitable examples in each case :

2+2+2=6

(i) Open-ended

(ii) Dichotomous

(iii) Leading

(b) Distinguish between census versus sampling methods of data collection. 8

4. Write short notes on the following : 3½×4=14

(a) Focus group interview

(b) Test marketing

(c) Construct validity

(d) Multistage sampling

5. The following scale was used in a recent study to measure attitude towards new technology. Mark how much you agree or disagree with the following statements as they describe how you view new technology. Use a scale of 1 to 5, where 1=strongly disagree and 5=strongly agree :

I am a person who avoid new technology.

I am a technology buff who keep up with the latest equipment.

I take a 'wait-and-see' approach to new technology until it is proven.

I am the kind of person—friends turn to for advice on buying new technology.

(a) How would you score this scale to measure your attitude towards new technology?

7

(b) Develop an equivalent semantic differential scale to measure attitude towards new technology.

7

6. (a) Describe the steps that are involved in statistical testing of a hypothesis. Explain how hypothesis testing is useful in marketing research. 6+3=9

(b) What sources are available to a researcher to obtain secondary data for marketing research problems?

5

7. (a) What are the common sources of error in fieldwork? Give suggestions to minimise fieldwork error. 4+3=7

(b) Discuss the objectives of discriminant analysis and its application in marketing research.

7

★ ★ ★