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2008

**MARKETING AND BUSINESS RESEARCH
METHODOLOGY**

Paper : 206

Full Marks - 70

Pass Marks - 28

Time - Three hours

The questions are of equal value.

Answer any *five* questions.

Discuss the different types of marketing research appropriate for various stages of the decision making process.

What is marketing decision support system? Describe its different components with their managerial uses.

When may an indirect scale offer advantage to the researcher over the other self-reporting methods?

[Turn over

- 4.) Define Attitude. Discuss the relative merits and demerits of different attitude measurement scales.
- 5.) What are the basic steps in questionnaire construction? What precautions are to be taken while doing so? Explain with examples.
- 6.) Discuss the different types of errors in measurement process. How do they affect the reliability and validity of the measure?
7. What are the basic differences between Factor analysis and Cluster analysis? How can these two analyses be combined to obtain better results?
- 8.) What is Focus Group interview.? What are its uses and its specific advantages over other data collection techniques?