

25 (2) MKRM 206 (O)

2012

MARKETING AND RESEARCH
METHODOLOGY

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) Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why? 7
- (b) How do exploratory, descriptive and causal studies differ from each other? 7
2. (a) What is a scale? Explain various types of numerical scale used in attitude scaling. 7
- (b) Hypotheses are the guiding force in any research study. Justify and explain. 7

3. (a) What do you mean by 'sample design'? What point should be taken into consideration by a researcher in developing a sample design for a research project? 7

(b) What is hypothesis? Describe Type—I and Type—II error. 7

4. (a) Distinguish between secondary and primary methods of data collection. Is it possible to use secondary data methods as substitutes of primary methods? Justify your answer with suitable illustrations. 7

(b) Examine the merits and limitations of the observation method in collecting materials. Illustrate your answers with suitable examples. 7

5. (a) Distinguish between correlation and regression with the help of an example. 7

(b) "A local newspaper wants to determine households reading habits and news preferences." Define the appropriate sampling unit and sampling technique for the same. 7

6. (a) What are the common types of errors encountered in defining a marketing research problem? What can be done to reduce the incidence of such errors? 7

(b) Describe a commonly used format for writing marketing research reports. 7

7. Write short notes on any two of the following : 7×2=14

(a) Reliability and validity scales

(b) Factor analysis

(c) Projective techniques
