

number of printed pages-4

47(4) MARE 4.2

2013

MARKETING RESEARCH

Paper : 4.2

Full Marks : 80

Time : Three hours

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

1. Answer the following questions : $1 \times 10 = 10$
 - (a) State whether the following statements are true *or* false : $1 \times 5 = 5$
 - (i) Marketing research plays an important role in increasing the attractiveness of a product. 1
 - (ii) Secondary data cannot be obtained from books. 1
 - (iii) Structured interviews involve the use of a set of predetermined questions. 1

Contd.

(iv) Coding decisions should usually be taken at the designing stage of questionnaire.

(v) Measurement of height is an example of ratio scale.

(b) Fill in the blanks :

1×5

(i) Marketing research is an _____ research.

(ii) _____ is the process of observing and noting people, objects and occurrences rather than asking for information.

(iii) Through _____ collected data are put in the form of a table.

(iv) Quota sampling is a _____ sampling technique.

(v) _____ scale is also known as summated rating scale.

2. Answer **any five** from the following questions :

2×5=10

(i) What is descriptive research ?

(ii) What is coding in Marketing Research ? 2

(iii) What is probabilistic sampling ? 2

(iv) What is secondary data ? 2

(v) Define degree of freedom. 2

(vi) What is semantic differential scale ? 2

Answer **any five** from the following questions :
4×5=20

(i) What is the difference between central and field editing ? 4

(ii) State the types of probabilistic sampling techniques. 4

(iii) Briefly explain the disadvantages of telephonic interview. 4

(iv) What is exploratory research design ? State few characteristics of exploratory research design. 1+3=4

(v) State the importance of research report in Marketing Research. 4

(vi) State the advantages of secondary data. 4

4. Answer *any five* from the following questions.

8×5=40

- (i) State and explain the different types of research report. 8
- (ii) What is primary data? Explain the various methods for collecting primary data in Marketing Research. 2+6=8
- (iii) What is sampling? Explain the advantages of sampling over census in a survey. 2+6=8
- (iv) What is secondary data? Explain the different types of secondary data. 2+6=8
- (v) What is Marketing Research? Explain the importance of Marketing Research. State the reasons for failure of Marketing Research. 2+3+3=8
- (vi) What considerations should be emphasized by any researcher while preparing a questionnaire? 8
- (vii) Explain nominal, ordinal, interval and ratio scales. 8