

Total number of printed pages-4

47 (4) MARE 4-2

2015

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 : 1×10=10

(a) State whether the following statements are true **or** false : 1×5=5

(i) The method of collecting data by using questionnaires is most extensively employed in various economic and business surveys. 1

(ii) Secondary data cannot be obtained from websites. 1

(iii) Stapel Scale is a modification of Semantic Differential Scale. 1

Contd.

(iv) A research report should present the logical analysis of subject matter. 1

(v) Independent sample t-test cannot be employed for hypothesis testing. 1

(b) Fill in the blanks : 1×5=5

(i) Judgement sampling is a _____ sampling technique. 1

(ii) _____ data is obtained directly from respondents in any research study. 1

(iii) _____ enables collected data to be presented in a tabular form in Marketing Research. 1

(iv) _____ research is based on measurement of quantity or amount. 1

(v) _____ scales are ranking scales. 1

2. Answer **any five** from the following questions : 2×5=10

(i) What is sampling in case of Marketing Research? 2

(ii) What is Summated Rating Scale? 2

(iii) What is a questionnaire in case of Marketing Research? 2

(iv) What is meant by Editing of data in case of Marketing Research? 2

(v) What is Conclusive Research design? 2

(vi) Define research report. 2

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

(i) State the advantages of personal interview. 4

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

(iii) Why is coding of data important in Marketing Research? 4

(iv) Why is sampling needed in Marketing Research? 4

(v) State some characteristics of Interval Scale. 4

(vi) Why is bibliography important in a research report? 4

4. Answer **any five** from the following questions : $8 \times 5 = 40$

(i) Explain the importance of Marketing Research. Also state some limitations of Marketing Research. $5 + 3 = 8$

(ii) Discuss the important points to be considered while preparing a research report in Marketing Research. 8

(iii) What is meant by observation in the context of data collection in Marketing Research? State its advantages and limitations. $2 + 3 + 3 = 8$

(iv) Explain the advantages and disadvantages of collecting data using questionnaires. $4 + 4 = 8$

(v) Discuss the sampling process in case of Marketing Research. Also state the limitations of sampling process. $5 + 3 = 8$

(vi) "Since the use of secondary data is substantially cheaper than that of primary data, it is advisable to explore the possibility of using secondary data." Explain. 8

(vii) "Nominal Scales provide convenient ways of keeping track of people, objects and events." Explain. Also state some characteristics of Nominal Scales. $4 + 4 = 8$