

1058

B. Voc. (Retail Management)
Sixth Semester
BIR-305: Marketing Research

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting two questions from each Unit.

x-x-x

I. Answer any four of the following:-

- Differentiate between population and sample.
- Elaborate on Descriptive research.
- Define cluster sampling with an example?
- Explain the concept of Interval scale with example.
- In a survey of 5 cement companies, the profits earned during a year was 15, 20, 35 and 32. Find the arithmetic mean of the profit earned.
- When is 'z test' applied? (4x5)

UNIT – I

- 'Marketing Research helps in strategy formulation while launching a new product.' In the light of above statement, discuss the significance of marketing research in a business organization and give detail about marketing research process. (15)
- What is a Research Design? What are various types of research designs? Elaborate on each design with its suitability. (15)
- What are data collection methods? Discuss about questionnaire and draw a questionnaire on 'Consumer Preferences'. (15)

UNIT – II

V. Answer the following:

- What are various methods of data analysis.
- Transforming the ratios into corresponding numbers, tabulate the following information and give a suitable title to the table:
In the year 2000, the total strength of students of three colleges X, Y, and Z in the

(2)

city were in the ratio 4:2:5. The strength of college Y was 2000. The population of girls and boys in all colleges was in the ratio 2:3. The faculty wise distribution of boys and girls in the faculty of Arts, Sciences, and Commerce was in the ratio 1:2:2 in all the three college. (5,10)

VI. Write use of following tests in marketing field:-

- a) Chi-square analysis
- b) ANOVA

(15)

VII. What is a good research report? Write the various steps involved in writing it? (15)

x-x-x