

**Exam Code: 1180**  
**Sub. Code: 8461**

**1058**  
**P.G. Diploma in Marketing Management**  
**Second Semester**  
**DMM-107: Marketing Research**

Time allowed: 3 Hours

Max. Marks: 70

**NOTE:** Attempt five questions in all, selecting atleast one question from each Unit.

x-x-x

**UNIT- I**

- I. Discuss in detail marketing research process while highlighting the principles of the marketing research procedure? (14)
- II. What do you understand by a hypothesis? Discuss the various kinds of hypothesis. Also describe the steps in the formulation of a hypothesis. (14)
- III. Explain the various methods of data collection and examine its relative merits. (14)
- IV. What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? (14)
- V. Write short notes on following:-
  - a) Structure of a research proposal
  - b) Difference between schedule and questionnaire (14)

**UNIT – II**

- VI. What are the various methods of sampling? (14)
- VII. Discuss various steps in data preparation? What are non involved responses? How does a researcher deal with them? (14)
- VIII. What is the difference between correlation and regression analysis? Discuss how each one if used in marketing research? (14)
- IX. Discuss the various steps in writing a business project report citing examples. What is the importance of the chapter on bibliography and references? (14)
- X. Write short notes on following:-
  - a) Sales analysis
  - b) Advertising research (2x7)

x-x-x