

1057
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 two questions from each Unit.

x-x-x

UNIT – I

- I. Define marketing research. Discuss the significance of marketing research. (14)
- II. What are various stages of conducting marketing research? Discuss with the help of an example. (14)
- III. What do you mean by Hypothesis? What are various types of hypothesis? Discuss the process of hypothesis formulation. (14)
- IV. What is scaling? Discuss various techniques scaling in detail. (14)
- V. How schedule and questionnaire are different? Discuss the process of developing a questionnaires? (14)

UNIT – II

- VI. What is probability sampling? Discuss various techniques of probability sampling. (14)
- VII. What is data preparation? Discuss the importance of data preparation in research. (14)
- VIII. Discuss the procedure of hypothesis testing with the help of an example. (14)
- IX.
 - a) What is the difference between correlation and regression?
 - b) What is R^2 and Adjusted R^2 ?
 - c) Define multi-colinearity?
 - d) What is multiple regressions? (4,4,4,2)
- X. What is the significance of research report? Outline and explain the format of a research report? (14)

x-x-x