

1056  
P.G. Diploma in Marketing Management 2<sup>nd</sup> Semester  
DMM-107: Marketing Research

Time Allowed: 3 hours

Max. Marks: 70

Note: Attempt five questions in all, selecting at least two questions from each unit. All questions carry equal marks.

\*\*\*\*

UNIT-I

- I. Since the liberalization, Privatization and Globalization of Indian economy, organizations are becoming more market driven? What role can market research play in such a process?
- II. What is a research problem? Define the main issues which should receive attention of the researcher in formulating the research problem.
- III. Write a detailed note on various scaling techniques. Illustrate with examples.
- IV. Write short notes on the following:
  - a) Methods of Data Collection.
  - b) Hypothesis Formulation.
- V.
  - a) Write a note on the nature and scope of Marketing Research.
  - b) Highlight the importance of secondary data in research.

UNIT-II

- b) "Report writing is an art". Do you agree? What are the considerations a researcher must keep in mind when writing the research report? Discuss.
- c) Define Chi Square test. What is its significance in statistical analysis? Enumerate the conditions for applying Cluster Analysis. Briefly discuss the steps involved in applying the test.
- d) Write short notes on the following:
  - a) Testing of Hypothesis.
  - b) Product Research.
- e) If you were the Vice President, Marketing of a mid sized breakfast cereals making company, on what basis would you choose advertising media to promote your product into the market?
- f) Write short notes on the following:
  - a) Probability and Non-Probability Sampling.
  - b) Market and Sales Analysis

\*\*\*\*