

2053
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. What is role of marketing research in an organizations functioning? Explain with examples. (14)
- II. Define questionnaire. What are the essentials ingredients of a good questionnaire? (14)
- III. What is the difference between primary and secondary data? Explain in detail the different sources of secondary data. (14)
- IV. Describe the marketing research process in detail. (14)
- V. What are the different components of attitudes? What are the benefits of attitude measurement? (14)

UNIT – II

- VI. Define sampling frame. Explain the different types of sampling techniques. (14)
- VII. Discuss some of the techniques of statistical adjustments of the data to prepare data for data analysis. (14)
- VIII. Write short notes on:-
 - a) Product research
 - b) Advertising research(2x7)
- IX. Discuss in detail the process of writing a research report. What are the qualities of a good research report? (14)
- X. Define data analysis and discuss the factors that influence the choice of data analysis techniques. (14)