

**Options :**

6406532474183. ✓ I have written answers on the answer sheets

6406532474184. ✘ Not applicable

Market Research

Section Id :	64065351455
Section Number :	6
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	11
Number of Questions to be attempted :	11
Section Marks :	50
Display Number Panel :	Yes
Section Negative Marks :	0
Group All Questions :	No
Enable Mark as Answered Mark for Review and	Yes

Clear Response :

Maximum Instruction Time : 0
Sub-Section Number : 1
Sub-Section Id : 640653108237
Question Shuffling Allowed : No
Is Section Default? : null

Question Number : 78 Question Id : 640653739636 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 0

Question Label : Multiple Choice Question

THIS IS QUESTION PAPER FOR THE SUBJECT "DEGREE LEVEL : MARKET RESEARCH (COMPUTER BASED EXAM)"

ARE YOU SURE YOU HAVE TO WRITE EXAM FOR THIS SUBJECT?

CROSS CHECK YOUR HALL TICKET TO CONFIRM THE SUBJECTS TO BE WRITTEN.

(IF IT IS NOT THE CORRECT SUBJECT, PLS CHECK THE SECTION AT THE TOP FOR THE SUBJECTS REGISTERED BY YOU)

Options :

6406532474185. ✓ YES

6406532474186. ✘ NO

Sub-Section Number : 2
Sub-Section Id : 640653108238
Question Shuffling Allowed : Yes
Is Section Default? : null

Question Number : 79 Question Id : 640653739637 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situations, what sampling method is optimal?

A company plans to do a house-to-house field survey to find the penetration of water heaters. The required sample size is 500, spread across middle income households

Options :

~~each cluster becomes the universe~~ $SS = SD^2$

6406532474187. ✓ Multistage cluster sampling

only 1 strata
middle income

6406532474188. ✗ Stratified sampling



6406532474189. ✗ Quota sampling

used for proportion

6406532474190. ✗ Systematic sampling

\rightarrow so need n (populaⁿ)
not present

6406532474191. ✗ Convenience sampling

not step.

Question Number : 80 Question Id : 640653739638 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situations, what sampling method is optimal?

An insurance company wants to do a customer satisfaction study over phone with customers who have claimed insurance within the last six months. The required sample size is 450 customers.

Options :

6406532474192. ✗ Multistage cluster sampling

only 1 strata

6406532474193. ✗ Stratified sampling

no proportions

6406532474194. ✗ Quota Sampling

6406532474195. ✓ Systematic sampling

6406532474196.

$SS = 4SD$

fixed no. of customers

Random

first cust. + $\frac{n}{450}$

~~not up.~~

* Convenience sampling

Question Number : 81 Question Id : 640653739639 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situations, what sampling method is optimal?

A biscuits company wants to conduct a small sample study to understand to what extent the main distributors have adopted the company's new channel management software. The required sample size is 20, and the nature of probing will be in-depth.

Options : $n = 20$

6406532474197. * Multistage cluster sampling

6406532474198. * Stratified sampling

6406532474199. * Quota sampling

6406532474200. * Systematic sampling

~~6406532474201.~~ ✓ Convenience sampling

take any no. of random guys, probe them

Question Number : 82 Question Id : 640653739640 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situations, what sampling method is optimal?

A garments company plans to understand feedback on a new clothing item meant for use by pregnant women while going about their daily routine. The targeted sample size is 25 and the probing will be qualitative in nature

$SS = 25$
quali

Options :

6406532474202. ✘ Multistage cluster sampling

6406532474203. ✘ Stratified sampling

no proportions

6406532474204. ✘ Quota sampling

(can't set no.)

6406532474205. ✘ Systematic sampling

6406532474206. ✓ Convenience sampling

↓

only these 3 work
in quali.

Question Number : 83 Question Id : 640653739641 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

For the following situations, what sampling method is optimal?

An airline wants to know how satisfied its passengers are with the in-flight service. The company wants a sample size of 300 customers selected in such a way as to ensure proportionate representation to flyers on different routes and at different times of day

Options :

6406532474207. ✘ Multistage cluster sampling

6406532474208. ✘ Stratified sampling

(1:2) ✘

6406532474209. ✘ Quota sampling

6406532474210. ✓ Systematic sampling

6406532474211. ✘ Convenience sampling

Sub-Section Number :

Sub-Section Id :

Question Shuffling Allowed :

3

640653108239

No

Is Section Default? :

null

this is given by systematic sampling as seen in lectures sys. gives proportionality no. from various routes & times

Question Id : 640653739642 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (84 to 86)

Question Label : Comprehension

Answer the given subquestions.

Sub questions

Question Number : 84 Question Id : 640653739643 Question Type : SA Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Short Answer Question

A manufacturer of biscuits wants to do a sample survey about the popularity of milk-based biscuits. It plans to do a quantitative survey. The company classifies its customers based on gender (male / female) and age (5 to 10 years / 11 to 15 years) and customizes its designs accordingly. The company wants to do the study in only one city. The company wants to have a robust sample size with no compromises. What should be the minimum sample size?

Response Type : Numeric

Evaluation Required For SA : Yes

Show Word Count : Yes

Answers Type : Equal

Text Areas : PlainText

Possible Answers :

120



Question Number : 85 Question Id : 640653739644 Question Type : SA Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Short Answer Question

The same company now decides to do a taste test for its milk biscuits among a random sample of

95% confidence level $\Rightarrow z = 1.96$

children. The company decides that the key metric will be the liking of the overall taste measured on a 5 point scale from "do not like at all" to like very much". The company wants to be 95% confident that the findings on the mean score on the 5 point scale is plus or minus 10% accurate.

What should be the sample size?

Response Type : Numeric

Evaluation Required For SA : Yes

Show Word Count : Yes

Answers Type : Equal

Text Areas : PlainText

Possible Answers:

$$n = \frac{z^2 \times p(1-p)}{E^2}$$

$$= \frac{(1.96)^2 \times (0.5)(0.5)}{(0.1)^2}$$

$$\begin{array}{r} 1 & -2 & 4 \\ 2 & -1 & 1 \\ 3 & 0 & 0 \\ 4 & 1 & 1 \\ 5 & 2 & 4 \\ \hline n = 3 \end{array}$$

172 ✓

$$43 \times 4 = 172$$

Question Number : 86 Question Id : 640653739645 Question Type : SA Calculator : None

Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Short Answer Question

If the company instead decides that the key metric is the percentage of customers picking "like very much", and wants the same level of accuracy (plus or minus 10% accurate) and confidence (95%), then what should be the sample size?

Response Type : Numeric

$$p = 0.5$$

Evaluation Required For SA : Yes

Show Word Count : Yes

max

Answers Type : Equal

variability

Text Areas : PlainText

Possible Answers :

$$n = \frac{z^2 \cdot p \cdot (1-p)}{E^2}$$
$$= \frac{(1.96)^2 \times 0.5 \times 0.5}{0.1}$$

$$n = 96$$

96

Sub-Section Number :

4

Sub-Section Id :

640653108240

Question Shuffling Allowed :

No

Is Section Default? :

null

Question Id : 640653739646 Question Type : COMPREHENSION Sub Question Shuffling

Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (87 to 88)

Question Label : Comprehension

In the following example, who is the Chief Wage Earner and who is the householder / housewife?

The family consists of retired Mr. Menon aged 59, his wife Ms. Nandhini who is 54, his first daughter Neha who is 27, and his second daughter Navya who is 22 (all of whom live in the same house in Bangalore)

→ CWE

→ Hen

Mr. Menon is a top manager in an IT firm and runs the family on his salary. Ms. Nandhini has always been a homemaker and continues to cook and keep house for the family. Neha has been working as a counsellor for around five years now and uses her income for her savings. Navya has just finished college and is about to start work in an ad agency, but she likes to cook in her spare time and prepares special dishes for the family

Based on the above data, answer the given subquestions.

Sub questions

Question Number : 87 Question Id : 640653739647 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Who is the Chief Wage Earner ?

Options :

6406532474215. ✓ Mr. Menon

6406532474216. ✗ Ms. Nandhini

6406532474217. ✗ Navya

6406532474218. ✗ Neha

Question Number : 88 Question Id : 640653739648 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction

Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Who is the householder / housewife?

Options :

6406532474219. ❌ Mr. Menon

6406532474220. ✓ Ms. Nandhini

6406532474221. ❌ Navya

6406532474222. ❌ Neha

Sub-Section Number : 5

Sub-Section Id : 640653108241

Question Shuffling Allowed : No

Is Section Default? : null

Question Id : 640653739649 Question Type : COMPREHENSION Sub Question Shuffling

Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (89 to 93)

Question Label : Comprehension

Please look at the grid below and identify the SEC under the given situations of the household and answer the subquestions.

PLEASE USE THE GRID BELOW TO DETERMINE THE SEC

SOCIO ECONOMIC CLASSIFICATION (URBAN) GRID

Occupation	Illiterate	School upto 4 yrs / literate but no formal schooling	School 5-9 years	SSC / HSC	Some College but not Graduate	Graduate Post Graduate - General	Graduate / Post Graduate - Professional
Unskilled Workers	E2	E2	E1	D	D	D	D
Skilled Workers	E2	E1	D	C	C	B2	B2
Petty Traders	E2	D	D	C	C	B2	B2
Shop Owners	D	D	C	B2	B1	A2	A2
Businessmen / Industrialist With employees : 0	D	C	B2	B1	A2	A2	A1
1 to 9	C	B2	B2	B1	A2	A1	A1
10 +	B1	B1	A2	A2	A1	A1	A1
Self Employed Professionals	D	D	D	B2	B1	A2	A1
Clerical / Salesmen	D	D	D	D	B2	B1	B1
Supervisory level	D	D	D	D	B2	B1	A2
Officers / Executives – Junior	C	C	C	B2	B1	A2	A2
Officers/Executive s - Middle/Senior	B1	B1	B1	B1	A2	A1	A1

Sub questions

Question Number : 89 Question Id : 640653739650 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Son = PG (MT & L), Jr., M Tech

Correct Marks : 2 Father → Officer

Question Label : Multiple Choice Question

A family of three. All three are post-graduates, with the son being an M. Tech. Father is a government officer of a high-ranking grade who is close to retirement age, mother runs a beauty salon, son is working in a software firm in junior management role. The father's salary is used for running the household, but the son is the highest earning member in the household

Options :

6406532474223. ✓ A1

6406532474224. ✗ A2

6406532474225.

CWE

* B2

6406532474226. * C

6406532474227. * D

Question Number : 90 Question Id : 640653739651 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

A couple. Husband is a CA, works as the VP Marketing in an FMCG firm. The wife is also employed and takes care of the household expenses. She is a Principal in a city school. She is a doctorate with a PhD in literature

Options :

6406532474228. ✓ A1

6406532474229. * A2

6406532474230. * B2

6406532474231. * C

6406532474232. * D

Question Number : 91 Question Id : 640653739652 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

A middle-aged couple with a 22 year daughter who is about to start working in the software industry. Husband is a graduate in Visual Communications and runs his own advertising agency business with four employees. Wife is also a graduate and handles the accounts in the husband's firm. The husband's salary is used for meeting monthly household expenses.

Options :

6406532474233. ✓ A1

6406532474234. ✗ A2

6406532474235. ✗ B2

6406532474236. ✗ C

6406532474237. ✗ D

Question Number : 92 Question Id : 640653739653 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Husband → A1 75% ✓
Wife → A1 25%

A young couple with a child of 8 years old. Father completed schooling but dropped out of college.

He runs a garment retail shop with two assistants) Mother is a post graduate who does IT from home. Income of both are used to meet household running expenses – in the ratio of 75:25 between the husband and wife

Options :

6406532474238. ✗ A1

6406532474239. ✓ A2

6406532474240. ✗ B2

6406532474241. ✗ C

6406532474242. ✗ D

Question Number : 93 Question Id : 640653739654 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

A family of five. Husband is a car mechanic and wife works as a cook in 2 households. No children.

The husband has studied till 12th class in school and the wife is just about literate but has no formal schooling. The husband takes care of managing the expenses for the whole family

Options :

6406532474243. ✘ A1

6406532474244. ✘ A2

6406532474245. ✘ B2

6406532474246. ✓ C

6406532474247. ✘ D

12th + skilled worker

Question Id : 640653739655 Question Type : COMPREHENSION Sub Question Shuffling

Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (94 to 98)

Question Label : Comprehension

Given some statements with respect to questionnaire design and scales. PI indicate true / false for each statement in the given subquestions.

Sub questions

Question Number : 94 Question Id : 640653739656 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Close ended questions are easier from the data analysis point of view than open-ended questions

Options :

6406532474248. ✓ TRUE

6406532474249.

* FALSE

Question Number : 95 Question Id : 640653739657 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Low quality of interviewers is one of the key reasons for not using open-ended questions

Options :

You, because they won't speak

~~6406532474250.~~ ✓ TRUE

6406532474251. * FALSE

Question Number : 96 Question Id : 640653739658 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Using the same scale for many studies makes it easier to understand what the results mean, just like using the same weighing scales makes it easier to measure one's weight increase / decrease

Options :

~~6406532474252.~~ ✓ TRUE

6406532474253. * FALSE

Question Number : 97 Question Id : 640653739659 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Balanced scales are in general easier for a respondent to answer than unbalanced scales

Options :

6406532474254. ✓ TRUE

6406532474255. ✗ FALSE

Question Number : 98 Question Id : 640653739660 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

When we provide a mid-point in a scale, 90% of the respondents choose that as the option to tick

Options :

6406532474256. ✗ TRUE

6406532474257. ✓ FALSE

so, it is meant to give an option to be neutral

Question Id : 640653739661 Question Type : COMPREHENSION Sub Question Shuffling

Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix

Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Question Numbers : (99 to 103)

Question Label : Comprehension

Given some statements with respect to qualitative research. Please indicate true / false for each statement in the given subquestions.

Sub questions

Question Number : 99 Question Id : 640653739662 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Laddering works as well in GDs as in DIs

only DI — a

Options :

6406532474258. ✘ TRUE

6406532474259. ✓ FALSE

Question Number : 100 Question Id : 640653739663 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

If we use laddering in DIs, we can identify the most common nodal points in the ladder and build a strategy around that

Options :

6406532474260. ✓ TRUE

6406532474261. ✘ FALSE

Question Number : 101 Question Id : 640653739664 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

A moderator must be well travelled all over the country to understand the culture in different places

Options :

6406532474262. ✘ TRUE

6406532474263. ✓ FALSE

not but he must possess the knowledge of the same

Question Number : 102 Question Id : 640653739665 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

When we record a group discussion, we should avoid telling the respondents about it since it will make them very self-conscious

Options :



already informed

6406532474264. ✘ TRUE

6406532474265. ✓ FALSE

Question Number : 103 Question Id : 640653739666 Question Type : MCQ Is Question

Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

Qualitative researchers use brand grouping exercises to help identify the dimensions driving brand choice

Options :

~~6406532474266.~~ ✓ TRUE

6406532474267. ✘ FALSE

PSOSM

Section Id : 64065351456

Section Number : 7

Section type : Online

Mandatory or Optional : Mandatory

Number of Questions : 4

Number of Questions to be attempted : 4

Section Marks : 50

Display Number Panel : Yes