

FACULTY OF MANAGEMENT STUDIES

UNIVERSITY OF DELHI

Semester Examination 2014

Name of Examination: **MBA (FT) Second Semester**

Paper Name **Marketing Research** Paper No. **6207**

Time allowed: **3 Hours** Maximum Marks: **50**

Attempt any five questions. All questions carry equal marks.

Serial No. of Question		Marks
1	Differentiate between qualitative and quantitative research design. Explain with suitable example	10
2	Identify appropriate scale of measurement in the following case and also suggest appropriate statistical analysis to be used <ul style="list-style-type: none"> I. Brand usage in different customer group (Heavy ,Medium and Low) II. Temperature scale III. Preferences of four major banks IV. Annual advertising expenditure on a brand V. Rating of attribute on a scale of 1 to 4 of car 	5+5
3	Design a suitable questionnaire to understand customer preference for smart phone.	10
4	How would you conduct focus group discussion to gather insights of customer perception for cause related marketing	10
5	How sample size for web survey is determined? What are consideration while choosing sampling techniques	10
6	In each of the following situation, indicate the appropriate test or test statistics that should be used. Justify your answer <ul style="list-style-type: none"> i) Communication skill of sales force measured on a scale of 1 to 10 before and after workshop. Was workshop effective in improving communication skill? ii) Does the preference for XYZ Mobile follow normal distribution? iii A comparison of average score of Full time and executive students (small sample) iv Internet uses (measured on interval scale) in three different location with disposable income v Association between income group and brand loyalty(Categorical data) 	10

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Explain any two of the following

- a) Content analysis
- b) In-depth interview
- c) Ethical issues in marketing research
- d) Relevance of EVPI in marketing research

5+5

8

What points should be kept in mind while writing marketing research report

10