Research Methodology 17.01.2009

RM02 MMS-II sem.

Roll No :

Total No of Printed Pagess 4 (I & II)

Total No of Questions 4 (Section I)

Maximum Marks- 60 (I + II)

Duration (hrs) 3 for both sections

Section-1 (Marks : 30)

Note: Question 4 is compulsory. Attempt any two out of Q-1,2,3. All questions carry equal marks

Attempt ~~each~~ sections on separate answer sheets

Q-1 Define marketing research. Differentiate between marketing intelligence and marketing research. Explain steps in marketing research

Q-2 Define sampling. What are the advantages of sampling over cencus. Discuss various probability ~~and~~ non probability sampling techniques

Q-3 Why does a researcher write a research report. What are the various parts of a good bibliography as given in the MLA style. What is Plagiarism. How can it be controlled

Q-4 a) Explain (Any Two)

Research Methodology

Descriptive researcher

Marketing information System

Multistage sampling

Q.4 b)

Correct the incorrect bibliography in accordance with MLA style

1) Ketan, Gupta, Financial Sector, Pearson Education,New Delhi (2008)
2) Date, Ramneek, Delhi(2008), Macmillan India, Sales Management
3) Henry ,Philip, Pearson Education, Newyork, Marketing Management(2008)
4) Bhargavi R.A, ,Marketing Management, Mumbai, Himalaya Publishing House (2008)
5) Edward, Philip, London (2008), Communication Skills Prentice Hall of India
6) Public Finance, John Sinclair, Prentice Hall of India , (2008), London

Roll No.

Total No. Of Questions : 03 (Section II)

Section - II (Marks : 30)

Note : Solve any two out of given three questions . (15 x 2 = 30)

(Marks 10)

Q) 1)

(i) Mention Primary data collection methods . Explain any one of them . Also discuss relevance of the method taking suitable real life example .

Q) 1) (Marks 05)

(ii) Two samples are drawn from two normal populations . From the following data test whether the two samples have the same variance at 5 % level of significance :

Sample I : 60 65 71 74 76 82 85 87

Sample II : 61 66 67 85 78 63 85 86 88 91

Q) 2) (Marks 7½)

(i) Mention Quantitative and Qualitative analysis techniques of Testing Hypothesis.

The following figures relate to the number of units sold in five different areas by four salesman :

	No. Of Units			
Area	**A**	**B**	**C**	**D**
1	80	100	95	70
2	82	110	90	75
3	88	105	100	82
4	85	115	105	88
5	75	90	80	65

Is there a significant difference in the efficiency of these salesman ? (Test at 5 % level of significance)

Q) 2) (Marks 7½)

(ii) A movie producer is bringing out a new movie . In order to map out his advertising campaign , he wants to determine whether the movie will appeal most to a particular age group or whether it will appeal equally to all age groups, the producer takes a random sample from persons attending preview of the new movie and obtains the following results :

	Age Groups				
	Under 20	**20 – 39**	**40 – 59**	**60 & above**	**Total**
Liked the movie	1 4 6	7 8	4 8	2 8	**3 0 0**
Disliked the movie	5 4	2 2	4 2	2 2	**1 4 0**
Indifferent	2 0	1 0	1 0	2 0	**6 0**
Total	**2 2 0**	**1 1 0**	**1 0 0**	**7 0**	**5 0 0**

What inference will you draw from this data ? (test at 5 % level of significance)

Q) 3) (Marks 7½)

(i) The sales of data of an item in six shops before and after a special promotional campaign are as under :

Shops :	A	B	C	D	E	F
Before campaign :	53	28	31	48	50	42
After campaign :	58	29	30	55	56	45

Can the campaign be judged to be a success ? Test at 5 % level of significance .

Q) 3) (Marks 7½)

(ii) The following table gives the number of units of production per day turned out by four different types of machines :

	Types of machines			
Employee	M1	M2	M3	M4
E1	40	36	45	30
E2	38	42	50	41
E3	36	30	48	35
E4	46	47	52	44

Using Analysis of variance (i) test the hypothesis that the mean production is the same for the four machines , and (ii) test the hypothesis that the employees do not differ with respect to mean productivity .