

MMS-III  
(Mktg.)

20.10.2012

**MRA-03**  
Market Research Applications.

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Roll No.

Total No. of Printed Pages: 2

Total No. of Questions: 10

Maximum Marks: 30

Duration (hrs.): 2

Section, if any: Not Applicable

Note: Attempt any 6 questions. Each question carries 5 marks.

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Q.1: Describe the various steps involved in the marketing research process.

Q.2: Describe at-least 5 qualitative research techniques.

Q.3: Describe any 5 quantitative research techniques.

Q.4: Describe the various steps involved in 'Questionnaire Development'.

Q.5: Mention and explain at-least 5 question formats that could be used in a questionnaire.

Q.6: Describe the 3 types of experimental design for Causal Research. Also compare between Exploratory, Descriptive and Causal research techniques.

Q.7: Describe the various steps in the sampling process in detail.

Q.8: Describe any 5 types of sampling strategies under Probability Sampling.

Q.9: Describe the process of perceptual mapping using an example.

Q.10: Describe a few applications of market research in

- Product Research
- Price Research
- Promotion Research