

**VPM's**  
**Dr. VN BRIMS, Thane**  
**Programme: PGDM (2016-18)**  
**PGDM Trimester IV Examination September 2017**

<b>Subject</b>	<b>Marketing Research</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>30 Marks</b>
<b>Total No. of Questions</b>	<b>8</b>	<b>Duration</b>	<b>2 Hours</b>
<b>Total No. of printed pages</b>		<b>Date</b>	<b>28.09.2017</b>

**Section A**

**Note: Q1 is compulsory and solve any TWO from the remaining THREE questions.**

**Q1) 10 Marks (Compulsory)**

An apparel company is planning to launch a range of trendy T-shirts for the youth in India and want to conduct a market research to understand the needs of the customers. You as a research consultant are required to explain in detail step by step procedure on how this research can be conducted

**Attempt any TWO from the remaining FOUR Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is Qualitative Research? Explain various methods of Qualitative Research
- b) State the difference between 'Problem Identification Research' and 'Problem Solving Research' with suitable examples
- c) Explain in brief the process of 'Defining the Problem' for Marketing Research

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Define Sampling. Explain in brief various methods of sampling with suitable examples
- b) Explain in brief the concept of Quantitative Research and enlist various methods under the same.
- c) Explain in brief the Role of Marketing Research in Marketing Decision Making with suitable examples

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

**Distinguish Between:**

- a) Exploratory Research Design Vs. Conclusive Research Design - with suitable examples
- b) Management Decision Problem Vs. Marketing Research Problem - with suitable examples
- c) Descriptive Research Vs. Causal Research - with suitable examples

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**Section B**

**Note: Q1 is compulsory and solve any TWO from the remaining THREE questions.**

**Q1) 10 Marks (Compulsory)**

A Study was undertaken to assess the consumer satisfaction on a particular brand of television. Draw a suitable questionnaire to collect data from the respondents

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is meant by editing of data? What are the purpose of editing
- b) Write the points to be consider while formulating Questionnaire
- c) Give short notes on the following terminologies
  - Nominal
  - Ordinal

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) A random sample of 80 bank employees is taken to test a claim that the mean salary of the bank executives in a certain state is 48,400 p.m. Further, from a related study undertaken recently, it is known that the standard deviation of the distribution of the salaries of the bank executives in the state is 5870 and it is believed to be true. The sample has yield an average monthly salary of 47,456.
  - Is the claim the mean = 48,400 tenable?
  - Test at one percent level of significance.
- b) What are sources of sampling and non-sampling error and how to minimize it?
- c) Explain the data preparation process in detail.

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Distinguish between Descriptive Statistics and Inferential Statistics.
- b) Discuss the importance of Descriptive Statistics in marketing research
- c) Write short notes on the followings with examples
  - i. Null and alternative Hypothesis
  - ii. Type-I error and Type-II error