

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

MS-66 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION-A

1. "Marketing Research is about systematic inquiry, careful planning and orderly investigating process seeking actionable solutions to various marketing problems being faced by the manager." Comment and discuss the various steps involved in the Marketing Research process.
2. (a) What distinguishes a probability sample from a non-probability sample ? How is the size of the sample determined ?
(b) With a help of a suitable example discuss the semantic differential scale in the context of measurement of attitudes.
3. (a) Explain the various methods of graphical presentation of data.

- (b) What are the steps involved in the application of Conjoint Analysis ? Discuss its applications in the area of marketing.
4. Write short notes on **any three** of the following :
- (a) Sources of secondary data
 - (b) Sampling and Non-Sampling error
 - (c) Applications of Multi - Dimensional Scaling
 - (d) Criteria for good measurement
 - (e) Difference between Qualitative and Quantitative Research.

SECTION-B

5. The FM radio sector is booming but the demand for radio sets is on a rapid decline forcing companies in India to either stop manufacturing devices or trim down the number of models sold. In the wake of growing listener-ship and mushrooming of FM channels in the country, companies are integrating radio as an additional feature in other devices like mobile phones, music players and torches to cater to consumer demand. A leading Japanese electronics major once used to sell a wide range of radio sets and transistors in India, is just left with only one model on retail shelves. Currently this company sells a small transistor priced at Rs. 800 which is mostly brought by senior citizens. The youth is not interested in buying separate radio sets any more. Despite the substantial decline in demand of the product, companies still believe that there is still scope for business opportunities in smaller markets.

Question :

Develop a questionnaire to survey the reasons for decline in demand and new consumer preferences for Radios.
