

Time: - 03Hours

Marks:- 100

Note: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 (A) Select the most appropriate answer from the option given below. (Any Ten) 10

1. Marketing Research is used to learn more about _____.
a) Consumer b. Market c. Competitor d. All of these
2. Marketing Research useful for _____ of industries.
a) Small Industries b) Mid-Type Industries c) Big size Industries
d) All type f industries
3. Marketing research is a branch of _____ science.
a) Physical b) Psychological c) Social d) Natural
4. _____ means testing the rough draft of proposed questionnaire with a small group of respondents before finalizing it.
a) Research Design b) Pilot study c) Analysis d) Coding
5. In _____ questions, respondents have to give ranks to the options given in the questionnaire.
a) Open Ended b) Closed Ended c) Unstructured d) Leading
6. _____ provides direction to carry out research activity systematically.
a) Research Design b) Data Coding c) Data Analysis d) Data Classification
7. _____ is suitable for lengthy questionnaire.
a) Mail Survey b) Telephone Interview c) Personal Interview d) All of these
8. _____ sources are available within the company.
a) External b) Internal c) Census Report d) Govt. Publications
9. _____ are used to collect data from a group of participants gathered in one location at the same time.
a) Clickers b) PDAs c) Text Messages d) All of these
10. Field editing is done by _____.
a) Office Supervisor b) Field Surveyor c) Respondent d) Chief Officer
11. Analysis of Data is done _____ tabulation of data.
a) After b) Before c) During d) At the time of
12. _____ uses more statistical analysis.
a) Quantitative Research b) Qualitative Research c) Focus Group
d) All of these

- B) State whether the following statements are true or false: (Any 10) 10
1. Marketing Research is a substitute for decision making process.
 2. Marketing Research helps to evaluate the Competitor's performance.
 3. MIS is constantly collecting data for marketing decisions.
 4. Sampling method is time saving and economical.
 5. Census study and Sample study are similar in nature.
 6. Respondents are free to answer the questions in their own words in case of open ended question.
 7. Telephonic interview should be precise by nature.
 8. Focus Group is a method of Qualitative Research.
 9. SPSS is an acronym for Statistical Package for Simple Solutions
 10. Editing enables to bring data accuracy.
 11. Use of Statistical tools have made research easier.
 12. The title page is the heading of the report and appears first.

- Q2. Answer **any two** of the following 15
- a) What are the features of marketing research?
 - b) What are the qualities of a good field investigator?
 - c) What are the components of Marketing Information system?

- Q.3. Answer **any two** of the following 15
- a) Explain different types of Research Designs with examples.
 - b) What do you mean by Questionnaire? Explain the essentials of a Good Questionnaire.
 - c) List and explain different types of Non- Probability Sampling techniques.

- Q. 4 Answer **any two** of the following 15
- a) Discuss the merits-demerits of telephonic interview as a source of primary data.
 - b) What are the sources of secondary data?
 - c) How modern technology can be used for data collection? Explain.

- Q5. Answer **any two** of the following 15
- a) What is mean by tabulation? Distinguish between hand tabulation and machine tabulation.
 - b) Explain the concept and importance of Data Interpretation.
 - c) Explain different types of research reports.

- Q6 Write a short note (**Any four**) 20
- a) Functions of marketing research
 - b) Data Mining
 - c) Types of Hypotheses
 - d) Probability Sampling Techniques
 - e) Ethics in marketing research
 - f) Contents of Research Report