

Total No. of Questions :5]

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SEAT No. :

[Total No. of Pages :2

[5659]-3014

M.B.A.

305-MKT : CONTEMPORARY MARKETING RESEARCH

(2016 Pattern) (Semester - III)

Time : 2½ Hours]

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate marks for the questions.

[Max. Marks :50

Q1)a) What is Qualitative Research? Explain different techniques of Qualitative Research and their applications in Marketing. **[10]**

OR

b) Define Marketing Research. Discuss the applications and limitations of Marketing Research in detail. **[10]**

Q2) a) Design a Questionnaire for test of an Advertisement Copy for a Soft Drink brand targeted at youth. **[10]**

OR

b) Discuss applications of Likert and Semantic Differential Scales in Marketing Research. **[10]**

Q3) a) What are the objectives of Test Marketing? Suggest a Test Marketing Procedure for launch of new Ayurvedic Toothpaste. **[10]**

OR

b) Define the appropriate Sampling Design (Population, Frame, Technique and Size) for study of consumer behaviour on online shopping portals. Make suitable assumptions. **[10]**

Q4) a) What is Conjoint Analysis? Discuss its applications in Marketing Research. **[10]**

OR

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b) A sample of 400 males and 400 females was taken to know their opinions about fast food restaurants. The data obtained is as below:

Is there any association between Gender and opinion regarding fast food dining? The Critical value of Chi Square for 5% level of significance and 1 degree of freedom is 3.84.

Gender	Opinion of Respondents		Total
	Favouring	Opposing	
Male	290	110	400
Female	310	90	400
	600	200	800

[10]

Q5) a) Discuss the concept of Discriminant Analysis and its applications in Marketing Research. **[10]**

OR

b) Discuss the concept of Cluster Analysis and its applications in Market Segmentation. **[10]**

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