



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester: IV
Class: SY	Program: MBA
Branch Code: M.B.A.	Pattern: 2022
Name of Course: Marketing Research	Course Code: MBA224105
Max. Marks: 60	Duration:2.30 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 3 page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question

- 1a) Explain various trends in business research (6) CO1

Question No. 2 Attempt following Question

- 2a) Explain Exploratory research design (6) CO2

Question No. 3 Attempt following Question

- 3a) Write down advantages and disadvantages of secondary data. (8) CO3

OR

- 3b) Form a questionnaire for analysis of success Maverick 2024 event. Also to find out very famous game. (8) CO3

- 3c) Discuss below concepts. (8) CO3

- 1) Factor Analysis
- 2) Discriminant Analysis

OR

- 3d) Define below sampling methods with help of an example. (8) CO3

- 1) Quota Sampling
- 2) Snow ball sampling

Question No. 4 Attempt following Question

- 4a) There are 60 students in each of the below department. Civil (C1 to C60), MBA (M1 to M60), (8) CO4
ENTC (E1 to E60) and Chemical (CH1 to CH60). Draw random sample of 10 students using below
sampling methods. (Write down sample points for each method)

- 1) SRSWR
- 2) Systematic Sampling
- 3) Stratified Random Sampling
- 4) Cluster Sampling

OR

- 4b) MBA department wants to conduct a survey to find out the students opinion about new smartphones (8) CO4
in the market. There are 5 divisions A, B, C, D in MBA department having 50 students in each of
the division. (A1 to A50, B1 to B50 etc) Select 10 students for the survey by below methods. (Write
down sample points for each method)

- 1) Stratified Random Sampling
- 2) Systematic sampling
- 3) Cluster sampling
- 4) SRSWOR

- 4c) A sample of 900 members has a mean 3.4 cms and standard deviation 2.61 cms. Can the sample be (8) CO4
regarded as one drawn from a population with mean 3.25 cms? Using the level of significance as
0.05.

$$Z_{0.05} = 1.96$$

OR

- 4d) The mean lifetime of a sample of 400 florescent light tube produced by a company is found to be (8) CO4
1570 hours with standard deviation of 150 hours. Test the hypothesis that the mean lifetime of bulbs
produced by the company is 1600 hours against the alternative hypothesis that it is greater than
1600 hours at 1% level of significance.

$$Z_{0.01} = 2.33$$

Question No. 5 Attempt following Question

- 5a) A test was conducted for the students before and after the training. The test score were recorded for (8) CO5
the comparison purpose. Below table gives the test score.

Candidate	A	B	C	D	E
Marks before training	32	42	37	29	24
Marks after training	38	45	32	32	25

Test whether the training provided was effective or not with 5% level of significance. **Take $Z_{\alpha} = 1.96$**

OR

- 5b) Theatre manager started a special scheme to attract the customers. Below data shows the customers occupancy before and after the scheme for 5 theatres. (8) CO5

Theatre	Vikas	Vijay	Mamata	Cinemax	Divya
Marks before training	120	80	110	135	80
Marks after training	130	98	122	133	950

Test whether the scheme is effective or not with 1% level of significance. **Take $Z_{\alpha} = 1.96$**

- 5c) Solve the following. (8) CO5

Before an increase in excise duty on tea 450 people out of a sample of 600 persons were found to be tea drinkers. After an increase in the duty, 200 were known to be tea drinkers out of 700. Do you think that there has been a significant decrease in the consumption of tea after increase in excise duty? Use 5 % los. **Take $Z_{\alpha} = 1.645$.**

OR

- 5d) In a random sample of 500 persons 250 were found to be consumer of vegetable oil. In another sample of 430 persons from Gujarat 300 are found to be consumer of vegetable oil. Discuss whether the data reveal a significant difference between Maharashtra and Gujarat so far as the proportion of veg oil consumer is concerned. (8) CO5

$Z_{\alpha} = 2.58$

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