



InSem Examination-II Summer 2024		
Exam Seat No.:		
Academic Year: 2023-2024	Semester: IV	
Name of Programme: SYMBA	Pattern: 2022	
Name of Course: Marketing Research	Course Code: MBA224105	
Max. Marks: 30	Duration: 1 Hour	

	<p>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.</p> <ol style="list-style-type: none">1. This question paper contains 2 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 column indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. Solve (a) or (b) and (c) or (d) from Q. No. 1 and 2	
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Question No. 1 Attempt following Question

- a) Define the Process of Decision Making Process (5) CO1

OR

- b) Recall the difference between Quantitative and Qualitative Research (5) CO1

- c) Explain Scientific Method of Research with the help of an example. (10) CO1

OR

- d) Explain Descriptive and Experimental research design (10) CO1

Question No. 2 Attempt following Question

- a) Explain Point and Interval estimation technique. (5) CO2

OR

- b) Recall various types of variables with the help of an example. (5) CO2

- c) Effect of use of Social Media on Depression. (10) CO2

Write down the steps to do research on above problem with the help of type, of research, Formation of Hypothesis, Testing of Hypothesis, data collection Technique used, data analysis technique used.

OR

- d) Effect of Buy 1 Get 1 free scheme on number of customer visits the theatre.

(10) CO2

Write down the steps to do research on above problem with the help of type of research, Formation of Hypothesis, Testing of Hypothesis, data collection Technique used, data analysis technique used.

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