



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

| InSem Examination-II Summer 2025   |                        |
|------------------------------------|------------------------|
| Exam Seat No.:                     |                        |
| Academic Year: 2024-2025           | Semester: IV           |
| Class: PG-II                       | Program: MBA           |
| Branch Code: 10                    | Pattern: 2022          |
| Name of Course: Marketing Research | Course Code: MBA224105 |
| Max. Marks: 30                     | Duration: 1:15 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 1 page.
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.

**Marks CO**

**Question No. 1**

- 1 a) How does Marketing Research contribute to the overall marketing strategy? Explain its importance. (3) CO1
- 1 b) What is the scientific method in marketing research? Explain it with an example? (4) CO1

**Question No. 2**

- 2 a) Explain the strengths and limitations of Qualitative and Quantitative approaches in Marketing Research with examples. (8) CO1, CO2

**OR**

- 2 b) Differentiate between exploratory, descriptive, and conclusive research approaches in Marketing Research. Provide real-life examples to show how these approaches are applied in Online Marketing Research. (8) CO1, CO2

**Question No. 3**

- 3 a) Explain the importance of defining the marketing research problem in the research process? (3) CO2
- 3 b) Describe the role of research design in a marketing research proposal. How do qualitative and quantitative approaches impact the effectiveness of the research? (4) CO2

**Question No. 4**

- 4 a) What is the role of statistical analysis in a marketing research proposal, and how does it ensure the reliability and validity of the research findings? Provide examples. (8) CO2

**OR**

- 4 b) Explain the data requirements, data collection methods, and data collection instruments used in a marketing research proposal. How do these elements influence the accuracy and reliability of the research findings? (8) CO2

..... End of question paper.....