



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

InSem Examination-I Winter2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class: PG-II	Program: MBA
Branch Code: 10	Pattern:2024
Name of Course: Marketing Research	Course Code:2410612A
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 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 columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Q1 and Q3 are compulsory, solve any one from a or b for Q2 and Q4.

Marks CO

Question No. 1

- 1 a) The researcher wants to conduct Marketing research, but he is unaware about what is qualitative and quantitative research. Can you help him/ her regarding this? (3) CO1
- 1 b) Explain what is Causal research with the help of an example? (4) CO1

Question No. 2

- 2 a) Find out that marks given by the both the faculties are in proper manner or not? (8) CO1

Sr No	X (Marks)	Y (Marks)
1	15	14
2	15	13
3	12	15
4	20	15
5	18	14
6	17	13
7	9	13
8	8	8
9	15	9
10	18	10

OR

- 2 b) Find out that marks given by the both the faculties are in proper manner or not? (8) CO1

Sr No	X (Marks)	Y(Marks)
1	50	40
2	48	38
3	35	36
4	20	35
5	25	26

6	50	35
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Question No. 3

- 3 a) Suppose students are getting bored in a particular lecture, so faculty wants to take some decisions to solve this issue. So can you help the faculty by telling the decision making process to solve this issue (3) CO2
- 3 b) Construct the questioner to check the effectiveness of reduction in GST charges (4) CO2

Question No. 4

- 4 a) Suppose that Krishna Stores wants to test his products by analyzing the data. So, store owner collects the information from Nashik, Mumbai, Pune, Kolhapur and Satara store by collecting 10 samples from each destination. Draw 10 samples by using below methods. (8) CO2
- 1) SRSWOR
 - 2) Cluster Sampling
 - 3) Stratified Random Sampling
 - 4) Systematic Sampling

OR

- 4 b) Suppose that Durga cafe wants to test his products by analysing the data. So store owner collect the information from Cidco, Mumbai Naka, College Road and Panchawati store by collecting 10 samples from each destination. Draw 12 samples by using below methods. (8) CO2
- 1) SRSWOR
 - 2) Cluster Sampling
 - 3) Stratified Random Sampling
 - 4) Systematic Sampling

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