



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

WINTER-2025	
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: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.
6. Q1 and Q2 are compulsory. Solve anyone from a or b for Q3 to Q4.

Marks CO

Question No. 1

- 1a) Apply the knowledge of Hypothesis testing to find out type of test (One tailed or Two tailed), Z test (6) CO1 or T test and also write the required H₀ and H₁ hypothesis while solving below problems.
- 1) Test whether the placement given by the ABC college is 90% or not, if 120 students out of 150 got the placement in current year.
 - 2) Test whether the particular medicine is effective in decreasing the BP level or not if the data of 25 people is collected for the study.

Question No. 2

- 2a) Explain Semantic differential scales (6) CO2

Question No. 3

- 3a) Explain Regression Analysis with the example. (8) CO3

OR

- 3b) Explain Factor Analysis with the example. (8) CO3
- 3c) Suppose you are doing one research on quality of education in Nashik and you are going to collect samples from different schools. So, prepare questioner for your research with 12 questions in it. (8) CO3

OR

- 3d) Suppose you are doing one research on impact of noise pollution on small children's health and you are going to collect samples from different schools. So, prepare questioner for your research with 12 questions in it. (8) CO3

Question No. 4

- 4a) K K Wagh college wants select college GS from the students. For that college demands nomination list form MBA, Chemical, E&TC, Chemical and Civil department. College got list of 6 students (8) CO4

from each department. Now college wants to draw random sample of 5 students for further analysis. Draw 5 students using below methods. (Write down sample points for each method).

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

OR

- 4b) Government of India wants to check whether new GST rates are beneficial or not. For that Government sends team of members to collect the sample from Mumbai, Nashik, Satara, Belgaum, Pune and Hydrabad locations. Government got 10 samples from each of the place. Now draw 12 samples using below methods. (Write down sample points for each method). (8) CO4

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

- 4c) Explain Type I Error and Type II error with the help of an example. (8) CO4

OR

- 4d) Explain correlation coefficient with the help of an example. (8) CO4

Question No. 5

- 5a) Production manager claims that 6% of their mangoes are rotten. From the sample of 500 mangoes 400 mangoes are of good quality. Test whether the claim made by manager is right or wrong at 95% level of significance. (8) CO5

$$Z_{95\%} = 1.96$$

OR

- 5b) A coin is tossed 1000 times and it turns up tail 600 times. Discuss at 5% level whether the coin is unbiased or not. (8) CO5

$$Z_{95\%} = 1.96$$

- 5c) Find out rank correlation for below data. (8) CO5

Sr No	Maths	Statistics
1	15	25
2	18	20
3	25	18
4	20	20
5	15	25
6	18	16

OR

5d) Find out the value of Y if X = 15 using below information using regression analysis.

(8) CO5

Sr No	X	Y
1	5	10
2	9	15
3	8	18
4	10	20
5	2	5
6	15	?

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