

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7124

Roll No.

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MBA

(SEM. III) ODD SEMESTER THEORY

EXAMINATION 2012-13

MARKETING RESEARCH

Time : 3 Hours

Total Marks : 100

Note :- (1) Attempt **all** questions.

(2) The figure on the right indicates the marks.

1. Attempt any **four** of the following : **(5×4=20)**
 - (a) What do you mean by research ? Explain its significance in modern times.
 - (b) Discuss the various problems faced by the researchers in India.
 - (c) Define scientific methods of investigation and distinguish it from non-scientific methods of investigation.
 - (d) Explain the principles of report preparation.
 - (e) Enumerate the different methods of data collection.
 - (f) What do you understand by the term "Cross-Tabulation" ? Explain.

2. Attempt any **two** of the following : **(10×2=20)**
 - (a) Elaborate the different steps for constructing a questionnaire.

- (b) "The task of defining the research problem often follows a sequential procedure." Justify.
- (c) Describe the steps involved in Research Process with suitable illustration.
3. Attempt any **two** of the following : **(10×2=20)**
- (a) What is research design ? Why is it necessary for conducting a study ?
- (b) What are the sampling techniques ? Explain it.
- (c) Discuss the steps involved in testing of hypothesis.
4. Attempt any **two** of the following : **(10×2=20)**
- (a) Define the types of business problems encountered by the researchers in India.
- (b) What is sampling procedure ? Explain.
- (c) Describe the data collection techniques used in research.
5. Write short notes on any **two** : **(10×2=20)**
- (a) Layout of a research report.
- (b) Scaling Techniques.
- (c) Techniques of graphical presentation of Data.