Roll No. ⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜⬜ **Total No. of Pages : 2**

Total No. of Questions : 07

MBA (Sem.–3)

MARKETING RESEARCH

Subject Code : MB - 902 (2009 to 2011 Batch)
Paper ID : [C0152]

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.**

SECTION-A

l. Write briefly :

a) International Marketing Research

b) Uses of multiple regression

c) Multi Dimensional Scaling

d) Motivation Research

e) Copy Testing

f) Market Segmentation

g) Media Research

h) Marketing Decision Support System

i) Scaling Techniques

j) Probability and Non-probability sampling

SECTION-B

2. Discuss the multi-disciplinary nature of marketing research.

3. "*A descriptive research design is formal and rigid than exploratory research design*". Comment on the statement.

4. What do you meant by reliability of a test? Do you think that a reliable test is valid too? Comment.

5. Differentiate discriminant analysis from cluster analysis with the help of hypothetical example.

6. Explain the different techniques of Brand Positioning with suitable examples.

7. What is market potential analysis? Explain the role of sales forecasting in this analysis.