Roll No. ....   **Total No. of Pages : 01**

Total No. of Questions : 07

MBA (Sem.–3)
MARKETING RESEARCH (2K8 Batch)
Subject Code : MB-902 (2008-10 Batch)
Paper ID : [C0152]

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

INSTRUCTION TO CANDIDATES :
1. SECTION-A is COMPULSORY.
2. Attempt any FOUR questions from SECTION-B.

SECTION-A   (10 × 2 = 20 Marks)

l. a) Define Marketing Research.

   b) What do you mean by marketing decision support system?

   c) What do you mean by reliability of data?

   d) Highlight advantages of undertaking international marketing research.

   e) What is copy testing?

   f) Define motivation research.

   g) Define multi dimensional scaling.

   h) Define test marketing.

   i) What are rating scales?

   j) What is descriptive research?

SECTION-B   (4 × 10 = 40 Marks)

2. Highlight the applications of research in marketing with suitable illustrations.

3. Explain various scaling techniques commonly used in marketing research with illustrations.

4. Explain alternative methods of sales forecasting with examples.

5. Critically examine the scope of advertising research with examples.

6. Explain salient features of cluster analysis with suitable illustrations.

7. Write notes on :

   a) Factor Analysis

   b) Discriminant Analysis

[A-12]-738