

**MARKETING RESEARCH
(HMTS 4125)**

Time Allotted : 2½ hrs

Full Marks : 60

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 4 (four) from Group B to E, taking one from each group.*

Candidates are required to give answer in their own words as far as practicable.

Group – A

1. Answer any twelve:

12 × 1 = 12

Choose the correct alternative for the following

- (i) Which of the following is a Problem Identification research?
(a) Segmentation Research (b) Pricing Research
(c) Market Potential Research (d) Distribution Research.
- (ii) What is the range of the values of correlation coefficient (r)?
(a) -0.5 to +0.5 (b) -1 to +1
(c) -0.25 to +0.25 (d) None of the above.
- (iii) Which of the following tools can be used for data reduction and summarization?
(a) Factor Analysis (b) Conjoint Analysis
(c) Multi-Dimensional Scaling (d) None of the above.
- (iv) Which of the following is not a method for exploratory research?
(a) Pilot Survey (b) Qualitative Research
(c) Case Studies (d) Panels.
- (v) Which of the following tests can be used as both parametric and non-parametric test?
(a) z test (b) t test
(c) Chi-square test (d) Kruskal-Wallis test.
- (vi) Which of the following is an example of non-probability sampling?
(a) Stratified Sampling (b) Cluster Sampling
(c) Snowball Sampling (d) Systematic Sampling.
- (vii) Which of the following is a projective technique?
(a) Association (b) Completion
(c) Construction (d) All of the above.
- (viii) Which of the following is an observation method?
(a) Content Analysis (b) Trace Analysis
(c) Both (d) None.

- (ix) Which of the following is not an Itemized Rating Scale?
 (a) Likert Scale (b) Semantic Differential Scale
 (c) Paired Comparison Scale (d) Stapel Scale.
- (x) How many conditions are there for causality?
 (a) 2 (b) 3 (c) 4 (d) 5.

Fill in the blanks with the correct word

- (xi) _____ is a technique for analysing data when the dependent variable is categorical and independent variables are metric.
- (xii) _____ validity is a measure of accuracy of an experiment.
- (xiii) Randomized Block is a _____ experimental design.
- (xiv) Rejecting the null hypothesis while it is true is known as _____ error.
- (xv) _____ is an application of a controlled experiment done in limited, but carefully selected, test markets.

Group - B

2. (a) Differentiate between Problem Identification Research and Problem Solving Research with suitable examples. *[[CO1](Understand/LOCQ)]*
 (b) What are the significances of Research Questions (RQ) and Hypotheses? *[[CO1](Understand/LOCQ)]*
8 + 4 = 12
3. The motorcycle manufacturer Harley-Davidson made an important comeback in the early 2000s that there was a long waiting list to get a bike. In 2007, Harley-Davidson's revenues exceeded \$6 billion with a market share of about 50 percent in the heavyweight category. Although distributors urged Harley-Davidson to build more motorcycles, the company was sceptical about investing in new production facilities.
 (i) What will be their 'Management Decision Problem'?
 (ii) What will be the corresponding 'Marketing Research Problem'?
 (iii) Split the 'Marketing Research Problem' into subsequent Research Questions.
 (iv) What could be the Hypotheses analogous to each of the Research Questions? *[[CO5](Analyse/HOCQ)]*
(3 + 3 + 3 + 3) = 12

Group - C

4. (a) "Management Decision Problem and Marketing Research Problem are significantly different from each other." – Critically analyse the statement. *[[CO5](Analyse/HOCQ)]*
 (b) What are the four basic tasks involved in defining the problem? *[[CO5](Understand/LOCQ)]*
8 + 4 = 12

5. (a) How would you compare the basic features of Exploratory, Descriptive and Causal Research Designs? [[CO3](Apply/IOCQ)]
 (b) Identify the potential sources of error in a marketing research process. [[CO3](Understand/LOCQ)]
6 + 6 = 12

Group - D

6. (a) Describe the different Projective Techniques. [[CO4](Remember/LOCQ)]
 (b) Differentiate between Focus Groups and Depth Interviews. [[CO4](Apply/IOCQ)]
8 + 4 = 12
7. Define and explain each of the four Primary Scales of Measurement mentioning the statistical analysis applicable to each of the scales. [[CO4](Apply/IOCQ)]
(3 × 4) = 12

Group - E

8. (a) What is the difference between Census and Sampling? [[CO1](Understand/LOCQ)]
 (b) Classify and explain each of the Non-Probability Sampling techniques. [[CO3](Remember/LOCQ)]
4 + 8 = 12
9. Write short notes on any two of the following topics: (6 × 2) = 12
 (i) Regression Analysis
 (ii) Discriminant Analysis
 (iii) Cluster Analysis. [[CO2](Apply/IOCQ)]

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	43.75	35.42	20.83

Course Outcome (CO):

After the completion of the course students will be able to

- CO1. Understand the fundamental principles, concepts and measurement tools essentials for planning, conducting & evaluating market research.
 CO2. Design a market research plan in a logical and systematic manner.
 CO3. Learn the difference between qualitative and quantitative techniques of research.
 CO4. Operationalize concepts for the purpose of developing testable propositions.
 CO5. Conduct exploratory research and can utilize secondary information to formulate proper research question.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question.

