

- Q4) a)** Suppose we want to examine the relationship between consumption and income and the frequency data obtained is summarised in table below:

Distribution of Income by Consumption

Income	Consumption		
	Low	High	Total
Low	30	12	42
High	10	28	48
	40	40	80

Calculate expected frequencies and test whether there is a relationship between consumption & income. Given chisquare value at 5% level of significance for 1 degree of freedom is 3.841.

OR

- b) What is Factor analysis? Discuss the applications of factor analysis.

- Q5) a)** What is Multi-dimensional scaling? Discuss its use in Marketing Research.

OR

- b) Describe the concept of cluster analysis and its importance in marketing research.



Total No. of Questions : 5]

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M.B.A.

SEAT No. :

[Total No. of Pages : 2

May 18

**305 - MKT : CONTEMPORARY MARKETING RESEARCH
(2016 Pattern) (Semester - III)**

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Discuss briefly the meaning of marketing research. Explain its significance in Modern times.

OR

What is qualitative research? Discuss different methods of conducting qualitative research.

Q2) Design a questionnaire to study online buying behaviour of consumers for electronic goods using appropriate attitudinal scale.

OR

Explain the term scaling. Elaborate applications of Likert and Semantic Differential Scales.

Q3) Discuss non-probability sampling methods in detail, giving suitable examples.

OR

What sampling design you would select for a study to find out the household expenditure on home care products by various income groups? Give details of sampling method with proper justification.

Q4) On the basis of information about the treatment given to 200 patients, state whether there are difference in the effectiveness of the treatment. (Given the critical value of Chi-square for 1 degree of freedom, 5% level of significance is 3.841).

P.T.O.

Treatment	Favourable Response	No Response	Total
New	50	50	100
Conventional	30	70	100
Total	80	120	200

OR

What is conjoint analysis? Discuss applications of conjoint analysis.

Q5) What is Multi-dimensional scaling? Discuss its use in marketing research.

OR

Discuss the concept of discriminant analysis and its objectives in research.



Total No. of Questions : 5]

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M.B.A.

SEAT No. :

[Total No. of Pages : 2

Dec 17

305 MKT : CONTEMPORARY MARKETING RESEARCH

(Semester - III) (2016 Pattern)

Time : 2¼ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) a) What is Research Design? Explain types of Research Design with suitable applications.

OR

b) Write Short Notes (Any 2)

- i) Consumer Panels.
- ii) Media Audience Tracking Studies.
- iii) Retail Shop Audit.

Q2) a) Design a questionnaire to study customer satisfaction of one of the select fast food chain outlet.

OR

b) Explain content and construct validity in detail.

Q3) a) What is test marketing? Discuss its applications in detail.

OR

b) Discuss different types of sampling methods.

P.T.O.

Dec 17

- Q4) a) On the basis of information about the treatment given to 200 patients, state whether there are difference in the effectiveness of the treatment. (Given the critical value of chi-square for 1 df, 5% level of significance is 3.841).

Treatment	Favourable Response	No Response	Total
New	50	50	100
Conventional	30	70	100
Total	80	120	200

OR

- b) What is ANOVA? Discuss application of ANOVA.

- Q5) a) Discuss the concept of multi-dimensional scaling and its use in marketing research.

OR

- b) Discuss the concept of cluster analysis and its importance in marketing research.

