

Total No. of Questions : 5]

SEAT No. :

P3799

[4870] -3004

[Total No. of Pages : 2

M.B.A.

MARKETING SPL.

**MKT 305 : Contemporary Marketing Research
(2013 Pattern) (Semester-III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right of the Question indicate marks.*

Q1) a) Discuss the contents of Marketing Research Proposal. Give a research proposal for a study required by a company which intends to launch a new brand of health drink. **[10]**

OR

b) Define Marketing Research. Discuss the applications of Marketing Research in various decisions in marketing management. **[10]**

Q2) a) Design a Questionnaire to study online buying behaviour of consumers for 2-3 select products of your choice using appropriate attitudinal Scales. **[10]**

OR

b) What is multi-item scale? Discuss different approaches to asses the reliability and validity of the scale. **[10]**

Q3) a) What is experimentation in Marketing Research? Mention the type of experimental design in the following situation. **[10]**

- i) Sales revenue is observed after the training of sales persons at a readymade garment shop.
- ii) Attitude of customers is measured before & after the new advertisement of a product.

OR

b) 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 design & method with proper justification. Make assumptions as required. **[10]**

P.T.O.

- Q4) a)** A study of 164 individuals was conducted to determine the relationship between income group and type of mobile handset possessed. Following cross-tabulation was generated. [10]

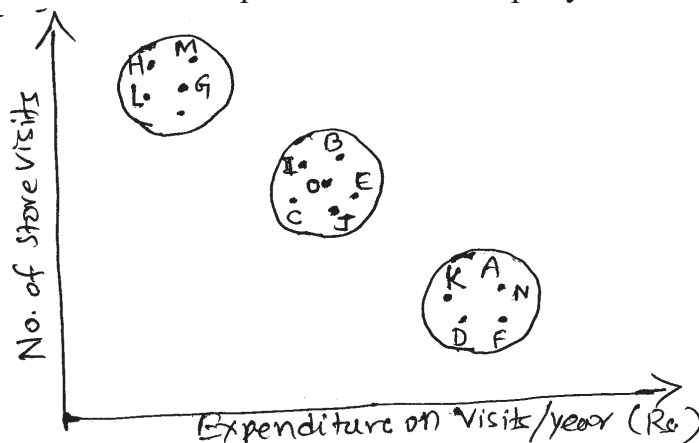
Type of handset	Income Group			Total
	Low	Medium	High	
Low end	52	10	20	82
High end	44	12	26	82
	96	22	46	

Given that critical value of chi-square is 5.991 at 5% level of sig. with 2 degrees of freedom. What would you conclude?

OR

- b) i) What is factor analysis? What is it used for? [4]
- ii) It is known from past data that 10% of customers of XYZ car accessories purchase Ambipur brand of de-odouriser cum fragrance. of late, there has been apprehension that this proportion of Ambipur customers is declined. A random sample of 100 customers is chosen, it is found that the sample proportion(P) is 7 percent, Can it be concluded that the proportion of Ambipur customers is really declined? Given the table value of $Z=\pm 1.64$ at 5% level of significance. [6]

- Q5) a)** Explain the application of cluster analysis in Marketing. Interpret the following perceptual map. generated from hypothetical example of No. of store visits & expenditure in visits per year for 15 individuals. (A to O) [10]



OR

- b) Discuss the concept of discriminant analysis, its objectives and applications in marketing research. [10]

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