

MBA 3612

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Third Semester

Marketing

Paper XII — MARKETING RESEARCH

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Distinguish between marketing information system and marketing research.
2. Discuss the need for sampling.
3. How sample size is determined?
4. Describe scaling procedures.
5. What are the sources of secondary data?
6. Write a short note on coding and editing.
7. Distinguish between interview and questionnaire.
8. What is the meaning of pareto analysis?

PART B — (5 × 10 = 50 marks)

Answer any FIVE of the following.

9. What is MIS? State its need.
10. Explain the procedure for marketing research.
11. Define Hypothesis. Explain the sampling errors with illustration.
12. How the concepts of validity and reliability are tested?
13. Describe the pros and cons of various data collection methods.
14. Discuss the procedure to be followed while preparing a report.
15. Write an explanatory note on cluster analysis.
16. Explain the merits and drawbacks of various statistical tools.

PART C — (1 × 20 = 20 marks)

Case Study — Compulsory Question.

17. A large wholesaler of electrical supplies and equipment located in Chennai wanted to learn as much as possible about the potential market for an electric milk cooler.

The manufacturer of the electric cooker had approached the wholesaler about adding the product to his line.

Before making a decision the wholesaler wanted to do some informal investigating of the product's market possibilities.

What should this informal investigation consist of?
