

2055
P.G. Diploma in Marketing Management
Second Semester
DMM-107: Marketing Research

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry equal marks.

x-x-x

UNIT – I

1. Describe the ethical considerations that should be taken into account while conducting Marketing Research.
2. What are the essential components of a Research Proposal? Draft a sample Research Proposal for a product launch.
3. Explain the ethical issues involved in using Secondary Data in Marketing Research. How do researchers evaluate the reliability and relevance of Secondary Data?
4. Describe the process of designing a Questionnaire for consumer satisfaction research. What are the key differences between Structured and Unstructured Questionnaires?
5. Discuss the various Scaling Techniques used in Marketing Research with suitable illustrations.

UNIT - II

6. Discuss the importance of sampling design in marketing research and the factors affecting the selection of a sample design.
7. Explain the types of probability sampling methods. How do probability and non-probability sampling methods impact the outcome of research?
8. What is a confidence interval? Explain its role in estimating population parameters with suitable examples.
9. Explain the detailed procedure for conducting t-Test and z-Test with appropriate examples.
10. Describe the role of advertising research in evaluating the effectiveness of promotional campaigns.

x-x-x