

2056
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. Discuss the scope of marketing research. Explain the various areas where marketing research is applied in business organizations.
2. Discuss the characteristics of a good hypothesis. Explain the steps involved in formulating a research hypothesis.
3. Discuss the observation method of data collection. Explain its types, advantages, and limitations.
4. Define questionnaire. Explain the process of designing an effective questionnaire for marketing research.
5. Explain the different types of scaling techniques used in marketing research.

UNIT - II

6. Explain the sampling design process in marketing research. Discuss the various steps involved in developing an effective sampling design and highlight the importance of each step.
7. What is a confidence interval? Explain the concept of simulation of confidence intervals and discuss how it helps researchers in making statistical inferences.
8. Describe the procedure for hypothesis testing. Explain the concepts of null hypothesis, alternative hypothesis, level of significance, and type I and type II errors.

P.T.O.

