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MMPM-006

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2024

MMPM-006 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from
Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) Describe methods to convert a decision area to research objectives with the help of relevant examples.
- (b) What are the factors that influence an experiment's validity ? Elucidate with the help of examples.

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2. (a) What do you understand by hypothesis ?
Explain the types and significance of hypothesis in marketing research.
- (b) Differentiate between correlation and regression. Support your answer with suitable examples.
3. (a) What is cluster analysis ? Describe application of cluster analysis in marketing research.
- (b) Briefly explain the steps involved in collecting data through Internet-based techniques, citing suitable examples.
4. Write short notes on any *three* of the following :
 - (a) Sources of secondary data
 - (b) Characteristics of good hypothesis
 - (c) Assumptions of logistic regression
 - (d) Purpose of online marketing research
 - (e) Benefits of social media in marketing research

Section—B

5. A leading manufacturer of smart phones proposes to open a chain of company owned retail stores in different cities in northern India :

- (a) What secondary data available in these cities help the company to decide where to locate the retail stores ?
- (b) Do you suggest that primary data should be collected ? Explain.

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