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MMPM-006

**MASTER OF BUSINESS
ADMINISTRATION (MBA)
Term-End Examination
December, 2025**

MMPM-006 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** question from
Section A.

(ii) Section B is compulsory.

Section—A

1. (a) What do you understand by market research ? Discuss the different stages of marketing research process. 10
- (b) What are the different ways of conducting marketing research ? Discuss the scope for outsourcing the marketing research services in India. 10

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2. (a) Discuss the main sources of primary and secondary data. Also discuss the tools used for collecting data from respondents. 10
- (b) What do you mean by exploratory and descriptive research design ? Explain with suitable example. 10
3. (a) Write a detailed note on Data Editing and Tabulation as a part of Data Analysis. 10
- (b) What is meant by hypothesis ? Explain the types and significance of hypothesis testing in Marketing Research. 10
4. Write short notes on any **three** of the following : 20
 - (a) Cluster analysis
 - (b) Quasi Experimental design
 - (c) Role of Social Media in marketing research
 - (d) Challenges in the application of Big data
 - (e) Steps in online marketing research

Section—B

5. You are the owner of the Restaurant chain. You want to expand your business with the help of the concept of 'Cloud Kitchen'. The cloud kitchen concept is very competitive and competitors use different tools to promote their cloud kitchen concept. As an owner you need some more information for making promotional decisions on social media.
- (a) Explain the importance of social media for marketing research. 20
- (b) Discuss the different social media marketing tools for the promotion of Restaurant chain. 20

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