

No. of Printed Pages : 4

MMPM-006

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

Term-End Examination

June, 2025

MMPM-006 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any ***three*** questions from
Section A. Section B is compulsory. All
questions carry equal marks.

Section—A

1. (a) What are the application areas of Marketing Research ? Also state the limitations of marketing research.

D-3231/MMPM-006

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- (b) Discuss the steps involved in Marketing Research. How does it support decision-making ? Discuss.
2. (a) Explain various types of sources for secondary data and their relevance for marketing research.
- (b) What principles would you consider to choose the type of design to be used for causal research ? Explain with example.
3. (a) What is hypothesis testing in research ? Explain various criteria for accepting or rejecting a research hypothesis.
- (b) What is factor analysis ? How does it help in interpretation of results ?

4. Write short notes on any *three* of the following :
- (a) Conjoint Analysis
 - (b) Application of big data in marketing research
 - (c) Techniques of online data collection
 - (d) Role of social media in marketing research
 - (e) Ethics in research

Section—B

5. You are a manager in research agency who have been given a task to study the effect of social media advertisement of fashion accessories on buying propensity of users, a target population will be teenagers and young adults aged between 15-25 years in Chandigarh city. However it is difficult to gather data of all the social media users who are target customers.

Questions :

- (a) Suggest the possible probability and non-probability methods you as a researcher could use to select a sample out of the entire population.
- (b) What kind questionnaire you would use ? Design a brief questionnaire for the same.

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