

No. of Printed Pages : 4

MMPM-006

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

**Term-End Examination
June, 2026**

MMPM-006 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) How is a research problem identified and formulated ? Explain its significance in the overall research process.

- (b) Compare and contrast qualitative and quantitative research methods in the context of marketing decision making. Give suitable examples.
2. (a) Discuss the challenges in collecting primary data. How can researchers address these challenges to ensure data quality ?
- (b) Explain the importance of sampling in marketing research. How are probability and non-probability sampling methods different and what are their implications for the research outcomes ?
3. (a) Explain various types of statistical tools used for analyzing marketing research data ? Support your answer with suitable examples.

- (b) What are the ethical considerations that a marketing researcher should keep in mind while conducting online research, especially with regard to data privacy and consent ?
4. Write short notes on any *three* of the following :
- (a) Role of marketing research agency
 - (b) Exploratory versus Descriptive Research Designs
 - (c) Sampling techniques in marketing research
 - (d) Criteria for evaluating secondary data
 - (e) Correlation versus regression analysis

Section—B

5. A retail chain has collected detailed consumer data that include demographics, purchase history and online purchase behaviour. It wishes to carry out segmentation of their customer base to develop effective marketing strategies.

- (a) Which multivariate analysis techniques would you suggest for the customer segmentation process in this case and why ?
- (b) How can the insights from the analysis used by the company to develop effective marketing strategies. Provide examples.

x x x x x