

**End Semester/Reappear (Semester II) Examination July 2022**

**Programme: ABM**  
**Subject: Marketing Research**  
**Subject Code: 11.559**  
**Enrollment No: \_\_\_\_\_**

**Full Marks: 70**  
**Time: 3 Hrs.**

**Section I**

- 1. Short Answer type questions. Answer any four.** **4 x 5 = 20**
- What do you mean by evaluation of a Research Synopsis?
  - Why to draft something before writing report? Discuss.
  - Explain the role of hypothesis in research.
  - Discuss the significance of Chi-square in statistical analysis.
  - Write in brief on Stratified sampling and area sampling.
  - List the characteristics of a good problem.

**Section II**

- Long Answer type questions. Answer any three.** **3 x 10 = 30**
- We can teach methods of analysis, yet any extensive research...requires something equally important: an organization or synthesis which provides the essential structure into which the pieces of analysis fit." Explain this statement and show how a good research report may be prepared.
  - Distinguish between primary, secondary and tertiary data sources as used in research work. Illustrate using suitable example.
  - Discuss various qualitative factors to be considered while deciding sample size.
  - What are the various steps to calculate t-Test? Illustrate with the help of example.
  - Enumerate the precautions you will take while writing report.

**Section III**

- Application based questions. Answer any one.** **1 x 20 = 20**
- Design a Sample Questionnaire for a FMCG company launching a new brand of shampoo in the market. What are the advantages of a Questionnaire?
  - Discuss various probability and non-probability sampling techniques with their strengths and weaknesses.
  - "A research scholar has to work as a judge and derive the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff." Analyze the statement pointing out the importance of research.

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