

**Programme: MBA**  
**Course: Marketing Research**  
**Course Code:11.559**  
**Enrolment no. \_\_\_\_\_**

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

Q.N o.	Questions	CO	Bloom Taxonomy	Marks	
<b>Section I</b>					
1	<b>Short Answer type questions.</b>				
a	Discuss the criteria of a good Research. or	CO1	Understand	<b>4 x 5 = 20</b>	
	Discuss the applications of marketing Research.	CO1	Remember		
b	Explain the meaning of scaling and measurement. Differentiate between nominal and ordinal scale. or	CO2	Understand		
	Describe the meaning of the term questionnaire. Discuss its various types.	CO2	Understand		
c	Explain the meaning of Parametric and Non-Parametric Test. or	CO3	Understand		
	Discuss the term Correlation and Regression analysis.	CO3	Understand		
d	Define the concept of Annexure. or	CO4	Remember		
	Describe different types of Research Report.	CO4	Remember		
<b>Section II</b>					
	<b>Long Answer type questions.</b>				
2	Illustrate the research process using a chart, detailing its various steps and supporting your explanation with relevant examples. or	CO1	Analyze	<b>3 x 10 = 30</b>	
	Evaluate the claim that marketing research is excessively costly and time-consuming, and provide a well-supported argument for your perspective.	CO1	Evaluate		
3	Discuss the importance of data collection in a research study and its role in ensuring accurate and meaningful analysis. or	CO2	Understand		
	Analyze a comprehensive explanation of probability and non-probability sampling methods, detailing their principles, differences, and applications.	CO2	Analyze		
4	Describe the various steps involved in hypothesis testing, including the concepts of null and alternative hypotheses, and illustrate your explanation with relevant examples. or	CO3	Evaluate		
	Explain why tabulation is a fundamental process in research studies and discuss its significance in organizing and analyzing data effectively.	CO3	Understand		
<b>Section III</b>					
	<b>Application based questions</b>				
5	Create a survey for a top advertising firm in Bangalore aiming to understand the casual clothing preferences of the city's youth. The questionnaire will be conducted in person and should take approximately 10 to 15 minutes to complete. or	CO4	Create	<b>1 x 20 = 20</b>	
	Assess the validity of the statement: "Visual representations of results enhance reader comprehension, necessitating careful formulation." Support your analysis with appropriate examples.	CO4	Evaluate		

**COURSE OUTCOME**

On completion of the Course, the students will be able to:

CO 1: Analyse the roles, the functions and the processes that surround marketing research, emphasizing the specification, collection and analysis of primary data.

CO 2: Examine the research process, problem definition, alternative research designs, qualitative methods, survey methods, experiments, measurement & questionnaire design, data collection and foundational techniques for data analysis

CO3: Marketing research provides the student with substantial experience in developing critical analysis and math/statistics skills.

CO4: Understanding the process of marketing research thereby conducting a mini research and interpreting the challenges.