

MS-66 : MARKETING RESEARCH



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Description

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- **MANAGEMENT PROGRAMME**
Term-End Examination
December, 2021
MS-66 : MARKETING RESEARCH
Time : 3 hours Maximum Marks : 100

(Weightage 70%)

Note : (i) All questions carry equal marks.

(ii) Attempt any three questions from Section-A.

(iii) Section-B is compulsory. SECTION - A

1. What do you understand by the term Marketing Research ?
Explain the various stages in the Marketing Research Process.

2. Differentiate between Probability and non-Probability Sampling.
Explain any two of the methods from Probability and non-Probability Sampling. Give examples.

3. (a) What are the sources of Secondary Data ? Discuss.

(b) Explain any three methods used for Data Collection.

4. Write short notes on any three from the following : (a) Discriminant analysis Vs Cluster analysis. (b) Focus Groups. (c) Uses of Qualitative Research. (d) Descriptive Research Design. (e) Methods of Graphical presentation of Data.

SECTION - B

5. A Leading pharmaceutical company has recently taken over the management of a hospital in Delhi. This hospital has OPD, Surgery, Pathological Laboratories and emergency services. The Company wants you to undertake a research to study people's awareness and perception of the hospital.

Questions : (a) Design a questionnaire you would use for the study.

(b) What steps are involved in designing a questionnaire ?

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