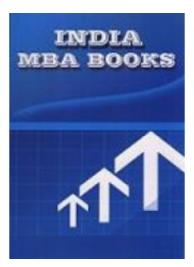
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MANAGEMENT PROGRAMME
 Term-End Examination
 December, 2021
 MS-66: MARKETING RESEARCH

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 Laboraties 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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