

Code No: 762AH

R19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, July/August - 2021

MARKETING RESEARCH

Time: 3 hours

Max.Marks:75

Answer any five questions
All questions carry equal marks

- 1.a) Describe in detail the marketing research process.
- b) What are the features of a good marketing research study? [7+8]
- 2.a) What do you understand by research design? Explain in detail.
- b) Describe in detail exploratory research design. [8+7]
- 3.a) What is a research problem? Explain in detail.
- b) What are the main issues that must receive attention from the researcher while setting a research problem? [7+8]
- 4.a) What are the sources of data available for marketing research? Discuss in detail.
- b) What precautions should a researcher take when using secondary data for marketing research? [7+8]
- 5.a) What are the primary scales of measurement? Discuss.
- b) Differentiate between nominal and ordinal scales with examples of both. [7+8]
- 6.a) What do you understand by sampling? Why is Sampling used in research?
- b) Differentiate between census and sampling. Also discuss the advantages and limitations of both. [7+8]
7. What are the steps involved in the sampling process? Discuss in detail. [15]
8. What is a research report? What are the essential features of a good research report?
What are steps involved in preparation of a research report? [15]

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