

**Code No: 762AH****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, October/November-2020****MARKETING RESEARCH****Time: 2 hours****Max. Marks: 75**

**Answer any five questions  
All questions carry equal marks**

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1. Explain the role of marketing research in marketing information system. Discuss the qualities of a Marketing research manager. [15]
- 2.a) Discuss the scope and objectives of International marketing research.  
b) Enumerate advantages and challenges of international marketing research. [7+8]
3. What are the advantages and disadvantages of exploratory research? Compare and contrast between causal and exploratory research. [15]
4. The management of a leading department store has approached you with a problem of decrease in footfalls in its store. As a consultant you are required to develop a "Marketing Research Proposal" clearly giving the stages in the Marketing Research process for this case. [15]
5. What are the various methods used for data collection in Marketing Research? Explain them in detail. [15]
6. What is stratified random sampling? How does it differ from quota sampling? What issues does one need to resolve while using stratified random sampling. [15]
7. What are non-sampling errors? What are the major causes of such errors? What possibly can be done to minimize such errors? [15]
- 8.a) Discuss the various methods of graphical presentation of data.  
b) Discuss the various steps involved in data processing in a marketing research study. [7+8]

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