

Code No: 762AH**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, May - 2022
MARKETING RESEARCH****Time: 3 Hours****Max.Marks:75****Answer any five questions
All questions carry equal marks**

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- 1.a) What is Marketing Research? Explain the factors influencing Marketing Research.
b) Discuss the role of Marketing Research in decision making. [8+7]
- 2.a) What are the qualities of a Marketing Research Manager?
b) Discuss the role of Marketing Research in Social Media. [7+8]
- 3.a) Explain the process of defining the problem of Marketing Research.
b) Write a note on Marketing Research Proposal. [7+8]
- 4.a) What is casual Research Design?
b) What is the distinction between exploratory and descriptive research design? [7+8]
- 5.a) Explain the sources and collection of data in Marketing Research.
b) Discuss the measurement scales in Marketing Research? [7+8]
- 6.a) What is the role of Rating Scale in Marketing Research?
b) Discuss Questionnaire Design. [8+7]
- 7.a) Explain sampling design process.
b) What is the classification of sampling technique? [7+8]
- 8.a) Discuss the data preparation process.
b) Explain the role of Hypothesis testing in research? [7+8]

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