R19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, March/April - 2023
MARKETING RESEARCH

Time: 3 Hours   Max.Marks:75

Note: i) Question paper consists of Part A, Part B.
   ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
   iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART - A

(25 Marks)

1.a) Discuss the ethical issues in marketing research.   [5]
  b) Differentiate between the marketing decision problem and the marketing research problem.   [5]
  c) Briefly explain the characteristics of the continuous rating scale.   [5]
  d) Explain the term "sampling distribution".   [5]
  e) Briefly explain Type I and Type II errors.   [5]

PART - B

(50 Marks)

2. Define marketing research. Discuss in detail the following:
   a) Segmentation research
   b) Product Research   [5+5]

OR

3.a) What is meant by problem identification research? Discuss the scope and limitations of marketing research.
  b) Brief on mobile marketing research.   [5+5]

4. With regard to the process of defining the marketing research problem, explain the following:
   a) Discussion with decision makers
   b) Interviews with industry experts   [5+5]

OR

5. Explain in detail the objectives, characteristics, methods, and uses of an exploratory research design.   [10]

6. Discuss the characteristics of the following measurement scales with an example.
   a) Nominal Scale
   b) Interval scale
   c) Attitude scale.   [3+3+4]

OR

7.a) What is the purpose of a questionnaire? Discuss the process of designing a questionnaire.
  b) Describe the sources and collection of data in marketing research.   [5+5]

8. What is meant by probability sampling? Discuss the following sampling techniques with examples.
   a) Systematic Sampling
   b) Cluster Sampling [5+5]

OR

9.a) Explain in detail the purpose, method, and uses of stratified sampling.
  b) Examine the non-response issues in sampling. [5+5]

10.a) Discuss in detail the following measures of central tendency
   i) Mean
   ii) Mode
   iii) Median
  b) Discuss the statistical tools used for hypothesis testing. [6+4]

OR

11.a) What is cluster analysis? Discuss the objectives of using cluster analysis in marketing.
  b) Examine the phases of report preparation. [5+5]

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