

MMPM-006

**Master of Business Administration (MBA)/ Master of Business
Administration (Online) MBA(OL)/ Master of Business
Administration(Marketing Management) (MBAMM)/ Post Graduate
Diploma in Marketing Management (PGDIMM)/ Post Graduate
Diploma in Services Management (PGDISM)**

ASSIGNMENT

for

January 2026 and July 2026 Sessions

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MMPM-006: MARKETING RESEARCH



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-006
Course Title	:	Marketing Research
Assignment Code	:	MMPM-006/TMA/JAN/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. What is the difference between a marketing information system and marketing research? Justify the need for marketing research.
2. Distinguish between exploratory and descriptive research design. Explain the various extraneous variables that, if not controlled in an experiment, may contaminate the effect of the independent variable.
3. What do you understand by the term “correlation”? Explain how the study of the correlation coefficient helps in understanding the relationship between variables under consideration.
4. What do you mean by “big data”? Explain the types of big data & the characteristics of big data with an example.
5. Write short notes on following:
 - a. Multidimensional Scaling
 - b. Cluster Analysis
 - c. Discriminant analysis