

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

December, 2025

MS-66 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from
Section A.

(ii) Section B is compulsory.

Section—A

1. (a) What is marketing research ? What are the major reasons for growing importance of marketing research in India ? 10
- (b) Distinguish between exploratory and descriptive research design. 10

2. (a) What are the tools of collecting data from respondents ? Discuss the important sources of error in both secondary and primary data. 10
- (b) What is meant by questionnaire ? What sort of marketing information can be collected with the help of questionnaire ? 10
3. (a) Discuss the different aspects of classification of data. What are the likely problems encountered in the classification and how can they be handled ? 10
- (b) Explain the difference between Correlation and Regression with suitable example. 10
4. (a) Define conjoint analysis. What are the steps involved in conjoint analysis. Explain with suitable example. 10
- (b) Discuss with the help of examples the area where multi-dimensional scaling can be applied for marketing. 10

Section—B

5. Till only few month ago, “The Mayur” on the Oxford Street, London was a popular restaurant. A large portrait of Indian lady hanging at the entrance of the restaurant appeared to be greeting customers with folded hands. But with the door of the restaurant closed for the past three months, what she now seems to be saying : We have made enough of you”. Located on a site enviable to any entrepreneur. The Mayur was a popular restaurant. On the Oxford Street, Britishers, in particular, have a fancy for Indian food. Moreover, despite the prestigious locations, the burden of rent of the restaurant was nominal, since the lease for the building was an old one. In the make of such a favourable factors, the closer the restaurant came as a great surprise and its frequent customers were shocked that they could no longer relish the tasty Indian cuisine. The Mayur was managed jointly by the Hotel Corporation of India, The Indian Tea and Restaurant Ltd., The Tea Board

and the Minister of Commerce and Civil Aviation. Started in 1984, it once attracted some 400 customers a day. However, during the past three years, the number of customers started dwindling and losses as well as complaints about bad services began to mount. The decline set in three years ago but no revival package came from the management. Thus an establishment which could have been ideal show window for India with its food, tea, selected handicraft and books had to closed down.

Questions :

- (a) Can market research be helpful in the revival of the 'Mayur' ? Prepare a detailed research proposal for your proposed study. 20
- (b) What information would you like to gather through your market research ? 20

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