MANAGEMENT PROGRAMME (MP)
Term-End Examination
June, 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.*

(iii) *All questions carry equal marks.*

Section—A

1. (a) What are the different ways of conducting marketing research ? Describe the reasons for outsourcing marketing research by marketers.

(b) What is Sampling ? Discuss different methods used for probability sampling with examples.

2. (a) What are the main sources of primary and secondary data ? Discuss the limitations associated with the use of secondary data.

   (b) How to design a questionnaire taking some precautions in case of structured one ? What are the ways to test the reliability and validity of a questionnaire ?

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 ?

   (b) What is the basic use of Chi-square goodness of fit test ? How is the value of the test statistic calculated ? How are the expected frequencies determined ?

4. Write short notes on any *three* of the following :

   (a) Focus group discussions

   (b) Multidimensional scaling

   (c) Analysis of Variance (ANOVA)

   (d) Discriminant Analysis

Section—B

5. (a) Haldiram is a North Indian Food joint spread across all the major cities in North India. There was a steep decline in sales for the last five years. The management has decided to add new items to the menu, including fruit drinks but they want to know more about their customers like and dislike and preferences. What kind of Research Design would be appropriate ? Why ?

   (b) As a marketing research consultant, you have to organise a focus group for a health drink targetted for working people. What size of focus group to consider and how to get the responses from him ? Discuss.

× × × × ×