

No. of Printed Pages : 3

MS-066

**MANAGEMENT PROGRAMME
(MP)**

**Term-End Examination
June, 2026**

MS-066 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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- Note :** (i) Attempt any **three** questions from Section A.
(ii) Section B is compulsory.
(iii) All questions carry equal marks.
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Section—A

1. (a) Marketing research is the systematic and objective research for an analysis of information relevant to the identification and solution of any problem in the field of marketing. In the light of this statement, discuss the importance of marketing research in present business environment.

- (b) What is Research Design ? Explain the different types of research design.
2. (a) What are Secondary Data ? Write the advantages and limitations of secondary data.
- (b) Explain in detail the various sampling design under non-probability sampling method. Bring out their relevance in marketing research studies.
3. (a) What are the various methods of conducting qualitative research ? Discuss advantages and limitations of each of these methods.
- (b) Describe, in brief, the importance of editing, coding, classification, tabulation and presentation of data in the context of research study.
4. (a) What is Cluster Analysis ? What are its possible applications ?

- (b) A well established consumer oriented company is engaged in the manufacture of detergent cakes and powder. The company wants to do in depth study on the consumer profile of detergent cake to readjust its brand positioning. How will you conduct this study ?

Section—B

5. Assuming that you are marketing manager of Taj Residency Hotel. The Hotel plans to conduct a customer satisfaction survey of its existing customers for the purpose of further improving its overall services. You have planned to conduct a marketing research survey for this purpose. You are required to prepare a questionnaire for this purpose.

Questions :

- (a) Prepare a questionnaire to conduct a survey.
- (b) Discuss the primary and secondary sources for obtaining this data.

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