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[105/A22]

SEAT No. _____

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SARDAR - PATEL UNIVERSITY

External Examination

M.Sc. (Applied Statistics) & M.Sc. (QPM), Semester I

PS01CAST22 / QP 103: (Marketing Research)

26 October 2018, Friday

Time: 10:00 AM– 01:00PM

Marks: 70

Q.1) Attempt all Multiple Choice Questions

[8]

- i) The objective of Exploratory Research is to
 - a) Provide insights and understanding
 - b) Test specific hypotheses and examine relationships
 - c) Determine cause and effect relationships
 - d) None of the above

- ii) Casual Data is a type of
 - a) Secondary Data
 - b) Primary Data
 - c) Qualitative Data
 - d) Descriptive Data

- iii) Which of these is NOT a Projective technique of Qualitative Research?
 - a) Association techniques
 - b) Construction Techniques
 - c) Focus Groups Technique
 - d) Expressive Technique

- iv) Which of these is a viable characteristic of a Focus Group?
 - a) Group size should be between 8 to 12
 - b) The interview should be conducted in an informal, relaxed environment
 - c) A Questionnaire should be used to as a record of the data
 - d) The interview should not last more than 3 hours

- v) Which of these is a disadvantage of the Likert Scale?
 - a) Scoring can be cumbersome unless computerized
 - b) More time consuming
 - c) Controversy as to whether the data are interval
 - d) Confusing and difficult to apply None of the above

- vi) Which of these conditions favour the use of a census over a survey?
 - a) Small budget
 - b) Small variance in the characteristic
 - c) Small Population Size
 - d) Low cost of Sampling errors

- vii) Which of these are commonly used procedures in Pretesting?
 - a) Debriefing
 - b) Auditing
 - c) Trace Analysis
 - d) Personalization

- viii) Snowball Sampling technique is used when
 - a) The information to be collected is highly confidential and taboo
 - b) Budget constraints exist
 - c) Consumer Preference data is to be gathered
 - d) None of the above

①

(PTO)

Q.2) Attempt any seven.

[14]

- i) Briefly discuss Secondary Data and its uses.
- ii) What are some of the characteristics of Qualitative Data?
- iii) Write the advantages of using Secondary Data.
- iv) What is Nominal Scale? Give Example.
- v) What is Paired Comparison Scaling?
- vi) How do we determine the sampling frame for a given population?
- vii) How important is context in a questionnaire?
- viii) Discuss Stapel Scale.
- ix) Define Simple Random Sampling.
- x) Discuss the different types of validity of a scale.

Q.3) (a) Write a short note on the classification of Marketing research. [6]

(b) Discuss the problem of defining the Market Research Problem. [6]

OR

(b) What are Focus Groups? Elaborate. [6]

Q.4) (a) Write a short note on Ordinal Scale. Give a real life example. Classify Scaling techniques and differentiate between them. [6]

(b) Classify Scaling techniques and differentiate between them. [6]

OR

(b) Write a detailed note on the Semantic Differential Scale. Give a real-life example. [6]

Q.5) (a) Write a detailed note on the choice of question structure. [6]

(b) Provide a detailed roadmap of the steps of constructing a questionnaire. [6]

OR

(b) Write a short note on Pretesting. [6]

Q.6) (a) Discuss the Sampling design process in detail. [6]

(b) Show that the mean of the sample obtained using Simple Random Sampling Without Replacement is an unbiased for its population mean. [6]

OR

(b) Write a short note on Cluster Sampling. How is it different from Stratified Random Sampling? [6]

— X —
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