



QP CODE: 24802906



24802906

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2024

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB810410 - MARKETING RESEARCH

2019 Admission Onwards

6DA74081

Time: 3 Hours

Maximum Marks: 60

Part A

Answer any five questions. Each question carries 2 marks.

1. Describe the ethical issues in marketing research.
2. What is research proposal format?
3. What is research design with example?
4. List the 4 types of attitude scales.
5. What is utility in conjoint analysis?
6. List factor analysis examples.
7. What is the 3 potential market?

(5×2 = 10 Marks)

Part B

Answer any five questions. Each question carries 6 marks.

8. What are the types of consumer research?
9. Differentiate between exploratory and descriptive research.
10. What is an independent variable, and how is it used in the research process? --
11. What are the drawbacks of longitudinal studies?
12. What are the main techniques of scaling?
13. What are the examples potential market?





14. What is advertising and promotion research?

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Explain the major qualitative research methods used in marketing research.

16. Sampling is the most important step in the research process. List the various probability sampling techniques in research.

Compulsory Question

17. Apply the research techniques to reveal the consumer motives for a product purchase.

(2×10 = 20 Marks)

