

OLD

2016

M B A

4th Semester Examination

**Subject : MARKETING RESEARCH AND
FORECASTING TECHNIQUES**

(Specialization : Marketing Management)

PAPER—M-402

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

*Candidates are required to give their answers in their
own words as far as practicable.*

Illustrate the answers wherever necessary.

Write the answers to Questions of each Half in separate books.

(First Half)

(Marks : 50)

1. Answer any four questions :

4×5

(a) What do you mean by the term 'research proposal'?

(Turn Over)

- (b) What are the importance of exploratory research ?
- (c) Discuss the scope of marketing research.
- (d) What is systematic sampling? Explain with a hypothetical Example. 2+3
- (e) Arrange different types of scale according to their importance in marketing research.
- (f) Distinguish between sampling error and standard error.

2. Answer any *two* questions : 2×10

- (a) Give a suitable layout of a research report.
- (b) Frame a questionnaire by using Likert Scale for the measurement of brand awareness of a product among the consumers.
- (c) Consider the following 5 brands of bath soap ; Dove, Camay, Lux, Ivory & Pamolive. Calculate the most preferred brand of soap.

	<i>Dove</i>	<i>Camay</i>	<i>Lux</i>	<i>Ivory</i>	<i>Pamolive</i>
<i>Dove</i>	0	240	320	180	380
<i>Camay</i>	160	0	190	250	230
<i>Lux</i>	80	210	0	150	190
<i>Ivory</i>	220	150	250	0	205
<i>Pamolive</i>	20	170	210	195	0

(Use Z table to calculate the value)

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any four questions :

4×5

- (a) State the significance of R^2 .
- (b) Distinguish between type I error and type II error.
- (c) State the objectives of factor analysis.
- (d) Write the uses of chi-square test in marketing research.

- (e) Describe the components of a time series.
- (f) Discuss the needs of forecasting in Marketing Research.

4. Answer any *two* questions : 2×10

- (a) From the following data, fit a multiple regression equation :

Sales territory	Sales (Lakh Rs.)	Advertising (‘000 Rs.)	No of selling agents
1	120	50	15
2	150	60	20
3	90	40	12
4	70	20	8

- (b) Discuss in brief the different bases of sales analysis in marketing research.
- (c) Describe briefly different sales forecasting techniques.

[Internal Assessment : 10 Marks]