MBA/IVS/M-402/12

2012

MASTER OF BUSINESS ADMINISTRATION

[Fourth Semester Examination]

MARKETING RESEARCH AND FORECASTING TECHNIQUES

(Specialisation : *Marketing Management*)

PAPER—M-402

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate 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* of the following : 5 × 4

(*a*) Write short note on 'Exploratory Research'.

(*b*) What is stratified random sampling method ?

(*c*) Discuss in brief graphic rating scale along with its limitations.

(*d*) State the significance of report writing in Marketing Research.

(*e*) What is ordinal scale and how does it differ from nominal scale ?

(*f*) What is the difference between Interval scale and ratio scale ?

2. Answer any *two* questions of the following : 10 × 2

(*a*) Sketch a sample questionnaire to measure consumer attitude towards the service provided by Indian Railways.

(*b*) Discuss multidimensional scaling with a suitable example.

(*c*) On the basis of paired comparison of 5 given brands of shampoo the following information has been obtained :

Brands	Sunsilk	Clinic plus	Dove	Garnier	Head & Shoulder
Sunsilk	–	60	80	100	80
Clinic plus	70	–	80	90	80
Dove	50	50	–	70	30
Garnier	30	40	60	–	30
Head & Shoulder	50	50	100	100	–

The total number of respondents is 130. Findout the ranks of 5 given brands.

[*Internal Assessment* – 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* of the following : 5 × 4

(*a*) Write a short note on 'cluster analysis'.

(*b*) Find the standard deviation of the following frequency distribution of the daily incentives of 500 salesman :

Daily Incentive	:	25	35	45	55	65
Number of Salesman	:	60	130	150	130	30

(*c*) How sales analysis is done on the basis of territory ?

(*d*) State the importance of 'Delphi technique' as one of the forecasting techniques.

(*e*) Write down the needs of forecasting in marketing research.

(*f*) If

$$r_{12} = \cdot 50,\ r_{13} = \cdot 60 \text{ and } r_{23} = \cdot 70$$

Find the value of R_{23}

4. Answer any *two* of the following : 10 × 2

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

Sales territory	Sales (Lakh Rs.)	Advertising ('000 Rs.)	Personal Selling (No. of selling agents)
1	100	40	10
2	80	30	10
3	60	20	7
4	120	50	15
5	150	60	20

(*b*) A firm is interested in an experiment to ascertain the effect of advertising on the sale of its product in different stores. It has devised four advertising treatments *A*, *B*, *C* and *D*. There are three blocks, each containing four stores of comparable sizes. As a result of the experiment, the following data emerge.

Block -stores	Advertisement *A*	Advertisement *B*	Advertisement *C*	Advertisement *D*	Total
Block I	20	24	28	26	98
Block II	32	40	48	50	170
Block III	35	41	52	55	183
Total	87	105	128	131	451

The firm is interested to know if advertisement treatments have a significant effect on the sale of the product. The critical value of $F(6, 3)$ with $\alpha = \cdot 05$ is 8·94 and $F(6, 2)$ with $\alpha = \cdot 05$ is 19·33.

(*c*) Forecast the sales (in units) if Advertising is Rs. 1,00,000 from the following data :

Sales territory	1	2	3	4	5
Advertising ('000 Rs.)	40	30	20	50	60
Sales (in units)	100	80	60	120	150

[*Internal Assessment* – 10 Marks]