

**2008****M B A****4th Semester Examination****MARKETING RESEARCH AND FORECASTING TECHNIQUES****PAPER—M402 & F406****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 : 5×4
- (a) Suggest a suitable Research Design—One stage or two stages, for each of the following studies. Give reasons in support of your specific recommendation.
- (i) Assessment of the listenership of FM Channel and profile of FM Channel listeners.
- (ii) Exploration and identification of a suitable positioning strategy for a low priced Black & White T.V. meant for semi-urban and rural people.
- (b) Discuss briefly the role of marketing research in the development of Ad-Campaign.
- (c) What do you understand by random sampling and quota sampling?
- (d) Describe in brief the meaning of exploratory research and descriptive research.
- (e) What are the different areas where marketing research can be applied?
- (f) Write a short note on focus group interview.

(Turn Over)

2. Answer any two questions :

10×2

- (a) A researcher wishes to compare two hotels on the following attributes : convenience of location, friendly personnel and value for money.
- (i) Design a Likert scale to accomplish this task.
  - (ii) Design a semantic differential scale to accomplish this task.
- (b) Explain the meaning and significance of a Research design. Briefly discuss the process of Research design.
- (c) What is the meaning of measurement in research? Discuss the different methods of scale construction pointing out the merits and demerits of each.

[ Internal Assessment : 10 marks ]

### Second Half

(Marks : 50)

3. Answer any four questions :

5×4

- (a) What do you mean by multivariate techniques? Explain their significance in the context of research studies.
- (b) What is a hypothesis? What characteristics it must possess in order to be a good research hypothesis?
- (c) Discuss factor analysis technique for market assessment. Give an example.
- (d) Explain the meaning of analysis of variance. Describe briefly the technique of two way ANOVA.
- (e) What do you mean by the power of a hypothesis test? How can it be measured?
- (f) Write a short note on Marketing Decision Support System.

4. Answer any two questions :

10×2

- (a) Briefly discuss "Factor analysis" method particularly pointing out its merits and limitations.
- (b) Illustrate the utility of Chi-square tests in decision making taking any two practical examples.
- (c) What are the necessities of Forecasting? Briefly discuss any one sales Forecasting technique.

[ Internal Assessment : 10 marks ]