QP-code
E 244

Enroll No

Course Code: MIV1050   **Course Name**: Marketing Research

Day & Date: Monday 06/03/2023
Time   : 2.30 to 5.30 pm.   Max Marks: 100

Instructions: 1) All questions are compulsory

2) Figures to the right indicate maximum marks

3) Assume suitable data if not given

4) Use of non-programmable calculator is allowed

Q. No.	Question Statement	Marks	CO. No.
Q.1	**Solve <u>Any Two</u>** **a)** Discuss the scope of marketing management with suitable example. **b)** Elaborate the difference between sales & marketing. **c)** Gives a process to carrying out a Marketing Research.	15	1,2
Q.2	**Solve <u>Any Two</u>** a) Discuss the different research approaches with suitable example. b) Elaborate the different types of variables in research. c) Explain the basic principles of experimental designs.	15	1,2,3
Q.3	a) Elaborate the term research error with suitable example. b) Compare & Discuss the Qualitative Vs Quantitative Research	15	2,3
Q.4	**Write a Short Note on the Following** (Any 3) a) Nominal Scale b) Ordinal Scale c) Interval Scale d) Ratio Scale	15	2,3
Q.5	a) Explain the methods of sampling with Suitable examples. b) Elaborate the Sampling design Procedure. **OR** c) Elaborate Steps involve in in Testing Hypothesis.	20	4,5

		20	4,5
Q.6	**a)** A job provider gives in-service training to its salesmen which is followed by a test. It is considering whether it should terminate the service of any salesman who does not do well in the test. if following data give the test score and sales made by nine salesmen during the certain period:		

Test score	Sales ('000 Rs.)
15	30
20	37
25	48
21	37
26	50
22	45
15	33
20	41
19	39

a) From regression coefficient find out the correlation between test score and sales of salesmen

b) Make a suggestion on termination decision of the job provider

c) If the test score of salesmen is 28 what will the most likely value of sales find out from the regression equation.

b) The Number of scooter accidents per month in a certain town was as follows
12,8,20,2,14,10,15,6,9,4

Are these frequencies in agreement with the belief that the accident condition was the same during the 10-month period? (d.f 9 and 0.05 significant level tabular value is 16.919) test the theory with help of Chi-square.