

**S. S. Jain**

**Subodh Management Institute**

**MBA II Semester**

**M-206**

**Marketing Research**

**Sample Questions**

**Part A: Short answer question (up to 25 words)**

**Part B: Analytical/ problem Solving questions**

**Part C: Descriptive/ Analytical/ Problem Solving/  
Case questions.**

## **PART A**

### **Unit 1**

- Question 1) Define marketing research?  
Question 2: What is the significance of marketing research?  
Question 3) Name three types of marketing research?  
Question 4) State two emerging issues in research that impact marketing research?  
Question 5) Define Research Design  
Question 6) Mention the main methods of research design

### **Unit 2**

- question 1) explain the concept of sample  
question 2: What do you understand by a good sample size?  
question 3 Explain the concept of stratified sampling?  
question 4) What do you understand by systematic sampling  
question 5) Differentiate between primary and secondary data?  
question 6) What are the various methods of data collection?  
question 7) What should be the length of a questionnaire used for market research and why?

### **Unit 3**

- question 1 Define the concept of classification and tabulation of data  
question 2 Name the various kinds of charts and diagrams used in data analysis  
question 3 What is SPSS why is it important  
question 4 Differentiate between parametric and nonparametric test  
question 5 Define scaling  
Question 6) What are attitude scaling techniques

### **Unit 4**

- question 1 )Define hypothesis  
question 2) when would you use a Chi square test as a pose to project  
question 3) what do you understand by fpc  
question 4)what is the difference between Z test and T test

## **Unit 5**

question 1 what do you understand by a n o v a. When do we use anova ?

## **Unit 6**

question 1 what is customer attitude and satisfaction research

question 2 explain brand equity research

question 3 can we do research to test advertising effectiveness

questions 4 what do you understand by copy testing in market research

question 5 what is a readership survey

## **Unit 7**

question 1 what are the various types of reports

question 2 2 what are the various elements in the layout of a research report

question 3 what is the significance of report writing

questions 4 define plagiarism

question 5 what do you understand by paraphrasing

question 6 explain the concept of citation

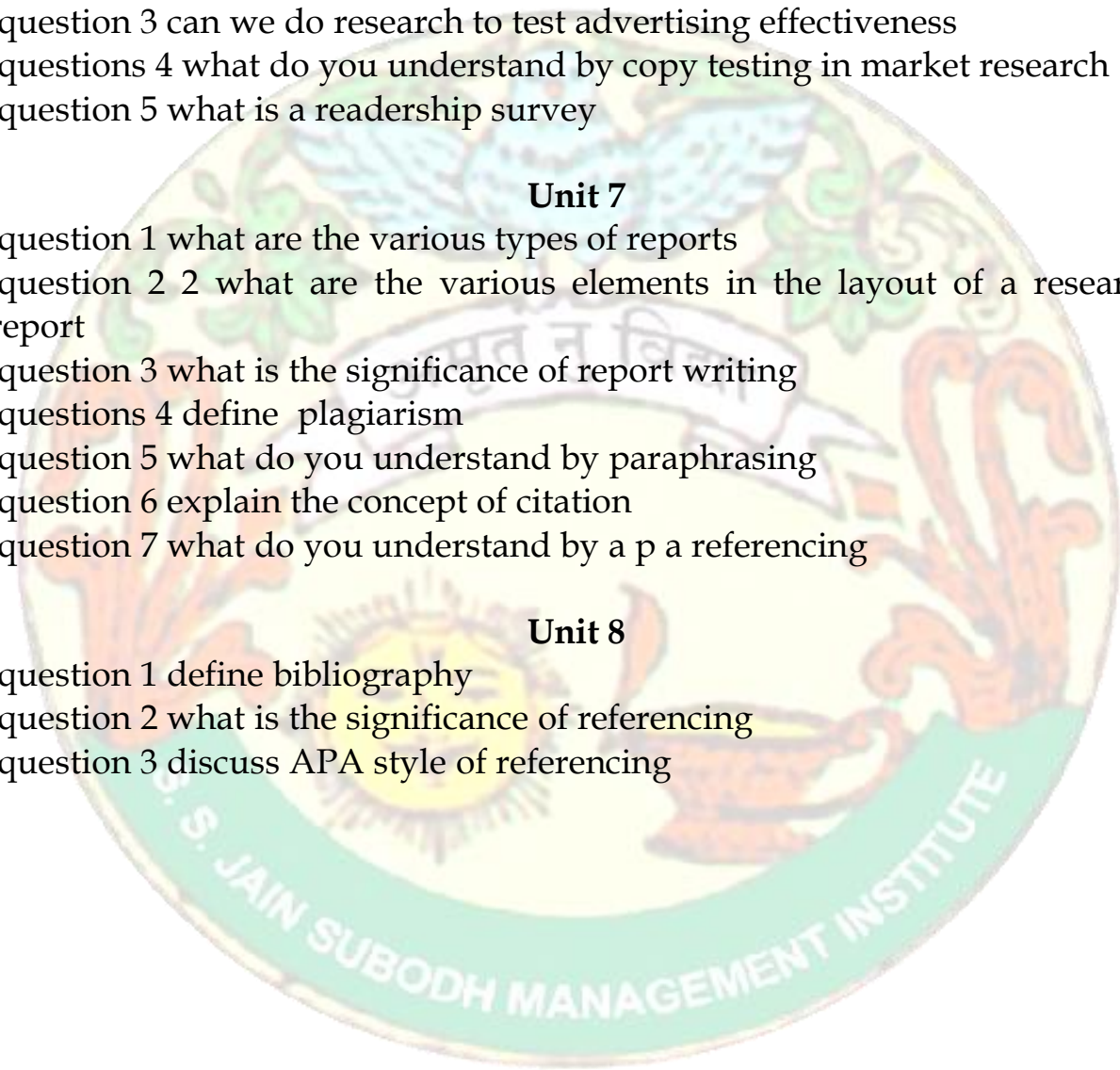
question 7 what do you understand by a p a referencing

## **Unit 8**

question 1 define bibliography

question 2 what is the significance of referencing

question 3 discuss APA style of referencing





## **PART B**

### **UNIT I**

Question 1 Discuss the meaning objective and significance of marketing research? what are the various types of marketing research problem question mark

Question 2 Discuss the marketing research process. Draw a chart to show the process and discuss each of the steps involved in it

Question 3 What is the concept of Research Design? What are the various methods of research design and when and how are they used?

### **Unit 2**

Question 1 Explain the concept of sampling and why it is important to do sampling. discuss the various types of sampling techniques and when they can be appropriately used

questions 2) discuss the various methods of data collection. What are the advantages and disadvantages of each of These methods?

Question 3) If the mean age of 49 men employed in a certain production unit is 58 years with a standard deviation of 5 years what are the 95% confidence limits for the mean age of all men in that population.

question 4) a random sample of 400 observations from a large population give the main value of hundred with a standard deviation of 10 . Determine 95% confidence interval for the mean value of the population. Also calculate the standard error of mean.

question 5) if the standard deviation of the population is 4 while the mean of the population is 24 and the mean of the sample is 22 what would be the size of the sample if the level of confidence we are using is 99%

### **Unit 3**

Question 1 discuss the various kind of charts and diagrams used in data analysis question mark what is the significance of depicting data graphically question mark

Question 2 What do you understand by scaling? What are the various types of scales that can be constructed to support research in Social Sciences? discuss .



## Unit 4

Question 1) A sample of 40 students has an average height of 60 7.4 7 inches test the null hypothesis that the sample is taken from the population whose mean height is 67.3 9 inches and standard deviation is 1.3 inches. Use 5% level of significance

question 2) The population mean of certain production process is known to be five with a standard deviation of 2.5 the researcher would like to safeguard against decreasing values of name he has taken a sample of 12 items that gives the main value of 4.85 test the null hypothesis that the mean of the production processes five against the alternative hypothesis that the production process shows decreasing Trend use 5% level of significance for this purpose

question 3) A man buys 50 electric bulbs and 50 electric bulb of syska he finds that Philips bulb give the an average life of 1500 hours with a standard deviation of 60 hours and syska bulb given average life of 5012 hours with a standard deviation of 80 hours test the hypothesis that there is no difference in the mean life of the two makes of bulb

question 4) An ambulance service claims that it takes an average of 8 minutes to reach its destination to check this claim the agency which gives licences to ambulance services check them on 40 call the average of 20 40 calls is 8.5 minutes with a standard deviation of 1.2 minute what can you conclude at 5% level of significance

question 5) In a survey of 70 business firm it is found that 45 a planning to expand that capacity next year test that the sample information confirm the hypothesis that 70% of the forms in general are planning to expand their capacities next year use 95% level of confidence

Question 6) A dice is thrown 132 times and each side shows up with the following frequency

1-16 times

2-20 times

3-25 times

4-14 times

5-29 times

6-28 times

Test the hypothesis that the dice is unbiased using Chi square test at 5% level of significance



## Unit 5

Question 1 The following is an arrangement of healthy (H) and unhealthy (U) trees that are growing alongside a certain Road in Jaipur

HHUU H H H H HUUUUHHHHHHUUUUUUHHHHHHHHHHH

Test the hypothesis using run test that the tree plantation was random at 5% level of significance

Question 2 On 15 occasions Mr Ram had to wait

5, 7, 3, 6, 6, 6, 7, 6, 2, 8, 5, 5, 4, 8, 6 minutes how the metro he takes to reach his office use sign test at 5% to test the metro companies clean that on an average Mr Ram does not have to wait more than 5 minutes to catch the metro train.

Question 3 An IQ test was given to a random sample of 15 physics and 16 chemistry majors of a University. Their scores are recorded as follow:-

Physics majors: 56, 66, 62, 81, 75, 83, 68, 48, 70, 60, 77, 86, 44, 72

Chemistry majors: 63, 77, 65, 71, 74, 60, 76, 61, 67, 72, 65, 65, 55, 89, 45, 53, 68, 73, 80, 50, 81

Use Mann Whitney rank sum test to test the hypothesis that IQ levels of Physics majors and Chemistry majors is the same in the university.

question 4 A soft drink bottle wants to bottle his product in 4 sizes 7 Oz 12 Oz 16 Oz and 32 Oz from past record the sale of these four sizes was 10% 3525 and 30% respectively the bottle wants to verify whether the consumption pattern for the New soft drink remains the same or not A Market test is conducted to know the consumption pattern and data is gathered from 15980 water and gives the following information:-

Size of the bottle	7oz	12oz	16oz	32oz	Total
Consumption of new soft drink	1698	5683	3945	4654	1598

Use Chi square test at 5% to check if there is a change in consumption pattern of New soft drink compared to earlier patterns.

question 5

While playing 4 rounds of golf at the city club 11 professionals totaled 280, 282, 290, 273, 283 275, 284, 283, 279 and 281. Use the sign test at 5% level of significance to test the null hypothesis that the average scored by

professional golfers was 284 for 4 rounds against the alternative hypothesis that it was less than 284.

### **Unit 6**

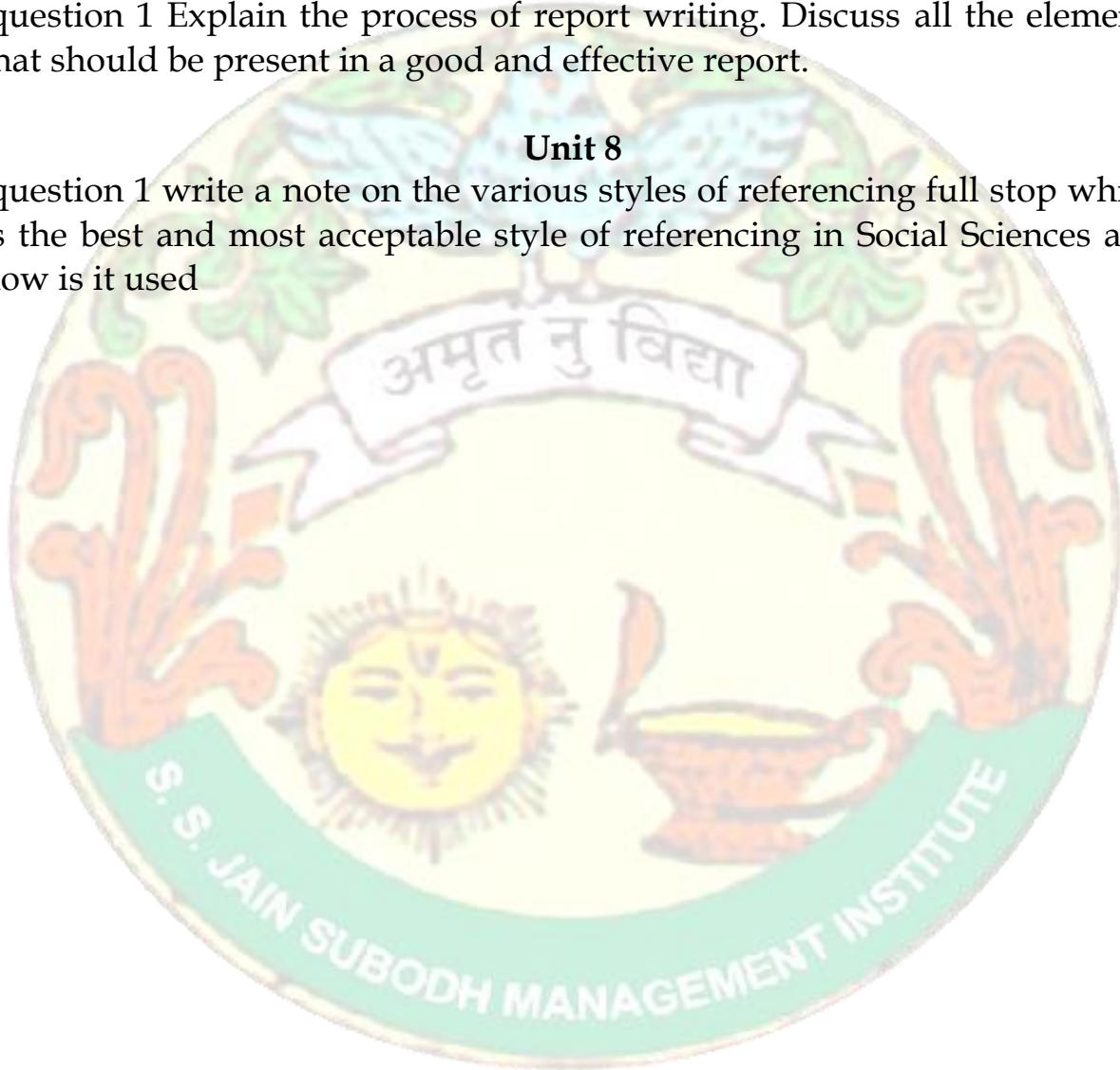
question 1 Discuss the various applications of marketing research. give examples to support your answer

### **Unit 7**

question 1 Explain the process of report writing. Discuss all the elements that should be present in a good and effective report.

### **Unit 8**

question 1 write a note on the various styles of referencing full stop which is the best and most acceptable style of referencing in Social Sciences and how is it used





## PART C

### UNIT I

Q1. You want to open a cafe catering to students and young people. You need to conduct a market survey in order to make decisions on several aspects. What would be the steps involved in the entire research exercise that you undertake and what Research Design you would use. Explain step by step how you would go about conducting the entire market research.

### Unit 2

Ques.1 As a part of the market research team you are required to conduct a market survey on the the customer perception and satisfaction of a brand of chocolate named delicious.. Construct a questionnaire that will help you collect appropriate data for analysis and interpretation and contribute towards making your brand better and favoured by existing and potential customers.

### Unit 3

section-b What are parametric and nonparametric tests discuss these there in detail explaining how they can support decision making in marketing research what are the errors that can be made discuss the errors support your answer using example

### Unit 5

1) To assess the IQ of management students, a test was given to a number of students taken randomly from four management Institutions . The details are as follows

Institute P	Institute Q	Institute R	Institute S
80	120	180	130
100	110	120	90

120	90	160	120
80	140	60	160
70	40	80	150

Test the hypothesis using ANOVA that the difference in IQ level of students is not significant.

