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Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-2)

MARKET RESEARCH

Subject Code : MSc.FMM-205

Paper ID : [A2593]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of THREE Sub-sections : Units-I, II & III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

SECTION-A

Q1 Explain brief :

- a) Conclusive research design.
- b) Census.
- c) Ranking scales.
- d) Non-probability sampling.
- e) Survey vs. observation.
- f) Secondary data.
- g) Judgment sampling.
- h) Data editing.
- i) Applications of marketing research.
- j) Non-sampling error.

SECTION-B

UNIT-I

- Q2 What are the steps involved in marketing research process? Discuss in detail.
- Q3 Discuss application of marketing research in areas of new product development and advertising.

UNIT-II

- Q4 Distinguish between cross-sectional and longitudinal research design. In what situation would you recommend usage of one over the other?
- Q5 Discuss potential sources of error associated with experimentation.

UNIT-III

- Q6 Discuss various methods of non-probability sampling.
- Q7 A hotel chain is trying to decide about converting more of its rooms to AC rooms. Last year out of a random sample of 400 guests, 210 guests asked for an AC room. This year, 205 guests in a sample of 375 asked for AC rooms. Would you recommend the chain to convert more of its rooms to AC. Make your recommendations at 5% level of significance.