

Roll No.

Total No. of Pages : 02

Total No. of Questions : 06

**PIT MBA (Sem.-3)**  
**MARKETING RESEARCH**  
Subject Code : MBA-302  
Paper ID : [51198]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTIONS-B consists of FOUR questions each carrying TEN marks each and student has to attempt ALL questions.
3. SECTION-C is consist of ONE Case Study carrying EIGHT marks.
4. All Questions are Compulsory.

**SECTION-A**

1) Write short notes on the following :

- a. Time series design.
- b. Role of research in marketing decision making.
- c. Data validity.
- d. Generalisability of data.
- e. Data entry problems in SPSS.
- f. Item analysis.

**SECTION-B**

- 2) What is meant by a research design? List and explain its various types.
- 3) Explain the concept of Observational research. What is its utility in marketing?

- 4) List and explain the differences between commercial and non-commercial sources of secondary data.
- 5) Differentiate between correlation analysis and regression analysis, giving examples.

### SECTION-C

**6) Study the case below and answer the related questions :**

Till almost a decade ago Indians used to have a few choices of watches, with Titan etc being some of the reputed and favoured brands in the analogue watch market. But now with the advent of digital / smart watches, the Indian youth have taken to this new gadget like fish to water. One of the most sought after smart watch brands of the Indian youth is the Apple watch. But it being a very costly gadget, not all Indian youth can lay their hands on it. A Chinese company has come up with a new smart watch which has features similar to the Apple watch but it is priced far lower and perceivably in the price range of the typical Indian youth.

Another major advantage besides the price factor is that the watch is compatible with both android and iOS systems.

The company wants to gauge the response of the Indian youth, so that they can get a fair idea before launching the watch and also decide if it needs to be customised according to the Indian tastes.

***Question :***

- a. Suggest ways and means how can the Chinese company analyse the response and reaction of the Indian youth to their new digital smart watch?