



QP CODE: 25802206

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2025

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB810410 - MARKETING RESEARCH

2019 Admission Onwards

A1A7B48F

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What are the sources for formulating a research problem?
2. Explain the steps for the research proposal.
3. Explain qualitative research design examples.
4. What is attitude measurement techniques?
5. Explain part worth in conjoint analysis.
6. What do you mean by multidimensional scaling?
7. Explain the 4 types of advertising research.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Summarize the 4 types of marketing research.
9. List the step involved in implementing the posttest-only control group design. Describe the design symbolically.
10. What is online focus groups?
11. When is it good to use a longitudinal design?
12. What is construction scale?
13. What are the purposes of MDA?
14. Explain the various pricing strategies.

(5×6 = 30 Marks)





Part C

*Answer any **two** questions. Each question carries **10** marks.*

Question number 17 is compulsory .

15. Research is the life blood of new trends in marketing, Identify the sources of data for collecting and analysing research.
16. Explain how the compilation of data helps to build a strong "picture of consumer characteristics".

Compulsory Question

17. You work for a marketing research department of a luxury watch brand. You want to map the attitude of the retailers towards your brand and that of your competitors. Develop a survey instrument for this purpose.

(2×10 = 20 Marks)

