



QP CODE: 26802197



Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE20 - MARKETING RESEARCH

2024 ADMISSION ONWARDS

E0E01FBD

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. What is the difference between market and marketing research?
2. Provide an example of a research question along with the corresponding hypothesis.
3. What are the basic components of a sampling plan in marketing research?
4. What do you understand by verbal and pictorial descriptions of response items in questionnaires?
5. Name any two types of Conjoint Analysis used in marketing research.
6. What is meant by Multidimensional Scaling (MDS)?
7. What do you understand by new product research?

(5×2 = 10 Marks)

Part B

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

8. Differentiate between industrial marketing research and consumer marketing research, highlighting their key characteristics with appropriate examples.
9. Differentiate between exploratory, descriptive, and causal research designs, and discuss one marketing situation in which each design is most suitable.
10. A company experiencing declining brand loyalty wants to understand the underlying reasons behind customer dissatisfaction. Discuss how depth interviews can be used as a research tool and explain the process involved in conducting them to obtain meaningful insights.
11. Describe how longitudinal research is used in marketing research, highlighting its application in TRP measurement and brand tracking studies.





12. A supermarket chain wants to understand customers' shopping behavior and satisfaction levels. Explain the steps involved in designing a questionnaire for this marketing research study, assuming an appropriate situation.
13. Describe factor analysis as a statistical technique and identify its main types.
14. What is meant by market segmentation studies? How are they useful for marketers?

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. A digital streaming platform wants to understand why some users discontinue their subscriptions despite attractive pricing. Explain how qualitative research can help uncover the underlying motivations and behavioral factors influencing this decision.
16. Research is essential for understanding changing marketing trends. Identify and explain the sources of data used for collecting and analyzing research information.

Compulsory Question

17. A firm planning to solve a marketing problem decides to undertake a research study. Prepare a marketing research proposal specifying the main components involved.

(2×10 = 20 Marks)

