

**G 8516**



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**Reg. No.....**

**Name.....**

**M.B.A. DEGREE EXAMINATION, JANUARY 2026**

**Third Semester**

**MARKETING RESEARCH**

(2016 Admissions — Second Mercy Chance & 2015 Final Mercy Chance)

Time : Three Hours

Maximum : 60 Marks

*Answer **all** questions.*

*Each question carries 12 marks*

1. (a) Discuss the need and relevance of Marketing Research in business.

*Or*

- (b) Explain the role of information in Marketing Research.

2. (a) Explain the Marketing Research process in detail.

*Or*

- (b) What is research design ? Explain its importance. Discuss the types of research design.

3. (a) Explain the different types of measurement scales.

*Or*

- (b) Explain the various sources of data in Marketing Research.

4. (a) Explain (i) Advertising research (ii) Pricing research (iii) Consumer behaviour research.

*Or*

- (b) What is hypothesis ? Explain the concept of null hypothesis and alternative hypothesis using significance level.

5. Compulsory : Case study

Samsung Ltd. studied customer loyalty for its smartphones. The company analyzed brand perception and pricing strategies. Customer satisfaction surveys showed strong loyalty. Advertising effectiveness was also evaluated. Results helped improve promotional strategies.

How did brand perception and pricing strategies help improve the brand loyalty among customers ?  
What advertisement strategies helped in sales promotion of Samsung Smartphones ?

(5 × 12 = 60)

