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14MBAMM304

Third Semester MBA Degree Examination, Dec.2016/Jan.2017
Marketing Research

Time: 3 hrs.

Max. Marks: 100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define "Marketing Research". (03 Marks)
- 2 What is Primary Data? Mention any three methods of collecting primary data. (03 Marks)
- 3 What is a Research Design? (03 Marks)
- 4 Distinguish between "Sampling Unit" and "Sampling Frame". (03 Marks)
- 5 What is a "Questionnaire"? (03 Marks)
- 6 What is "Internet Marketing Research"? (03 Marks)
- 7 Mention the importance of Marketing Research. (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 What is "Marketing Information System"? Discuss its components. (07 Marks)
- 2 Briefly discuss the "Interview method of Data collection. (07 Marks)
- 3 Differentiate between Exploratory and Descriptive Research design. (07 Marks)
- 4 Briefly discuss the steps in sampling design. (07 Marks)
- 5 Briefly discuss the Likert scale and Semantic differential scale. (07 Marks)
- 6 Write a brief note on Advertising Research, Product Research, Distribution Research and Sales Research. (07 Marks)
- 7 Discuss the role of Ethics in Research. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the steps in Marketing Research Process. (10 Marks)
- 2 Discuss the "Observation Method" of data collection in detail. (10 Marks)
- 3 Write a brief note on exploratory, descriptive and conclusive research designs, with an example for each. (10 Marks)
- 4 Discuss the various Sampling methods. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



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- 5 Discuss the steps in Questionnaire Designing. (10 Marks)
- 6 Write a note on Nominal scale, Ordinal scale, Interval scale and Ratio scale. (10 Marks)
- 7 Explain briefly Sampling errors and Non sampling errors. (10 Marks)

SECTION - D
CASE STUDY – [Compulsory]
GOKUL HOUSING

Gokul Housing, Inc (GHI), is a local non – Profit organization located in Matruchaya Tirumalgiri. GHI provides assistance to homeless and very low – income individuals and families in finding emergency shelter, food, employment, transitional housing and affordable apartment housing. These services are provided through the following basic GHI program :

1. The Drop – In Shelter : An emergency drop – in shelter for men located at AOC Gate.
2. The Hospitality House : A day shelter for homeless and very low – income men and women.
3. The Gokul Housing Program : Provides transitional living arrangements for families and single men for six months or more depending on the needs of the individual family and the unit.
4. The Housing Opportunity Program : Helps families in obtaining a lease.

As part of its planning, the board of directors of GHI was interested in determining ways to improve the organizational services. Their original thought was to conduct a survey of organizations paid staff, volunteers and guests (the homeless staying at GHI or using its facilities or services), to determine which programs of GHI they found particularly useful, which should be revised and what other programs or services might be of more assistance to guests.

However, the analysis of GHI's internal statics and other published data indicated the need for GHI to narrow its focus. Specifically, internal information indicated the number of agencies serving the male homeless population was decreasing. Moreover, GHI was currently the only Madison Shelter that served the male homeless population and this community appeared to be underserved.

In fact, the number of homeless men staying at GHI's Drop – In shelter had increased 89 percent, from 60% three years ago to 1,146 the past year. This was partly due to the closing of other male shelters in the last three years. Finally, the GHI shelter was filled beyond its capacity of 66 men per night. During the winter, there were frequently more than 90 men staying at the Drop – In Shelter on any given night, with many of them sleeping on the hallway floor.

Given this information, the board of directors decided to use the organization's limited resources to focus first on the Drop – In shelter. More specifically, the board asked for an evaluation of GHI's current facilities and the services for the homeless as well as a determination of what future services and facilities it should try to provide.

Questions :

1. What is the Research problem in this case? (05 Marks)
2. How should the research be structured? (05 Marks)
3. What kind of research design would be appropriate for this purpose? (05 Marks)
4. What information would you collect for this research problem? (05 Marks)
