

**FACULTY OF MANAGEMENT**  
**M.B.A. II – Semester Examination, December 2013**

**Subject: Research for Marketing Decisions**

**Course No. 2.4**

**Time: 3 Hours**

**Max.Marks : 80**

**PART – A (10x2 = 20 Marks)**

1. Write short notes on the following.
- |                              |                                        |
|------------------------------|----------------------------------------|
| a) Decision support system   | f) Decision free analysis              |
| b) Experimental Design       | g) Parametric and non-parametric tests |
| c) Sources of secondary data | h) Factor analysis                     |
| d) Large and small samples   | i) Scaling techniques                  |
| e) Risk and uncertainty      | j) Types of Reports                    |

**PART – B (5X12 = 60 Marks)**

**Answer all the questions.**

- 2.(a) Discuss the need and importance of Marketing Research for a newly established business concern.

**OR**

- (b) How to develop a Research Design and state various types of Research Designs.

- 3.(a) What is sample size and state determinants for the sample design.

**OR**

- (b) Discuss the significant features and applicability of various scaling techniques.

- 4.(a) Discuss the implications of decision making under different situations.

**OR**

- (b) A person wants to invest in one of three alternative investment plans like Stocks, Bonds and Debentures. It is assumed that the person wishes to invest all of the funds in a plan. The pay off matrix based on three potential economic conditions is given below:

Alternative Investment	Economic Conditions		
	High growth (Rs)	Normal growth (Rs)	Slow growth (Rs)
Stocks	10,000	7,000	3,000
Bonds	8,000	6,000	1,000
Debentures	6,000	6,000	6,000

Determine the best investment plan by using the criterias of Maximin, Maximax and Laplace.

- 5.(a) Before placement, two sales executives in the marketing department were examined on 30 counts and scored following grades. Check at 1 percent significance level whether 'X' is better than 'Y'.

X	1	0	2	3	1	0	2	2	3	0	1	1	4	1	2	1	3	5	2	1	3	2	4	1	3	2	0	2	4	2
Y	0	0	1	0	2	0	0	1	1	2	0	1	2	1	1	0	2	2	6	2	0	2	2	3	0	2	1	0	0	1

**OR**

- (b) The following is an arrangement of 25 Men (M) and 15 Women (W) lined up to purchase tickets for a premier show. Test for randomness at the 5% level of significance.

M    WW    MMM    W    MM    W    M    W    M    WWW    MMM    W  
MM    WWW    MMMMMM    WWW    MMMMMM

- 6.(a) Explain various techniques for multi variate analysis in Marketing Research.

**OR**

- (b) Discuss the essential features of good marketing Research Report.