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**Presidency University**

**Bengaluru**

**School of Management**

**Summer Term End-Term Examination - August 2024**

**Date**: 05-08-2024

**Time**: 9:30am – 12:30Pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: IV

**Course Code**: MBA3039

**Course Name**: Market Research

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. What are the primary characteristics of a cross-sectional study? (CO: 02 Knowledge)
2. Define causal research design. (CO:02 Knowledge)
3. List three types of qualitative research procedures. (CO:02 Knowledge)

1. What is a research design? (CO:02 Knowledge)
2. Name the two main types of conclusive research design. (CO:02 Knowledge)

1. What are the three types of longitudinal survey designs? (CO:02 Knowledge)
2. Name two tools used to collect data in survey research. (CO:02 Knowledge)
3. What are the four types of measurement scales (CO:03 Knowledge)
4. List three types of non-probability sampling techniques. (CO:03 Knowledge)
5. Define plagiarism. (CO:03 Knowledge)
6. What is the purpose of a histogram in descriptive analysis? (CO:04 Knowledge)
7. What does a frequency table show? (CO:04 Knowledge)

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

13. Develop a research proposal to investigate the impact of social media marketing on brand loyalty in small businesses. (CO:01 Application)

14. How can you apply the dual-moderator group technique to ensure comprehensive discussions and uncover deeper insights during focus group sessions? (CO:02 Application)

15. In planning a marketing campaign, how would you apply a causal research design to determine the effectiveness of different promotional strategies? (CO:02 Application)

16. Determine which type of sampling method (probability or non-probability) would be most appropriate for a study on consumer preferences for luxury cars and justify your choice. (CO:03 Application)

17. Explain the potential consequences of a Type I error with an example. (CO:04 Application)

18. Evaluate the risks associated with a Type II error with an example. (CO:04 Application)

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Compare the effectiveness of cross-sectional surveys versus longitudinal surveys in capturing changes in public opinion over time. What are the strengths and limitations of each design in terms of data reliability and validity? (CO:02 Analysis)
2. Compare the suitability of nominal, ordinal, interval, and ratio scales for measuring customer satisfaction in a survey, and analyze how the choice of scale impacts the type of statistical analysis that can be performed. (CO:03 Analysis)