

**AMITY SCHOOL OF DISTANCE LEARNING**  
**Post Box No. 503, Sector 44,**  
**Noida 201 303**

**MARKETING RESEARCH (ADL-10)**

**ASSIGNMENTS**

Subject Name & Code : **Marketing Research (ADL-10)**

Study Centre :

Enroll No. :

Term/Semester : Jan ...../ July .....

Date :

**ASSIGNMENT INSTRUCTION**

Total weightage given to these assignments in over all evaluation is 30%. (40% when no PCP\*)

1. All assignments are to be completed preferably in your own hand writing.
2. All questions are required to be attempted.
3. Three assignments i.e **A, B & C** are to be answered. **Assignments A will carry Five subjective questions (10 marks). Assignment B will carry three subjective questions with a Case Study (10 marks) and Assignment C will carry Forty objective type questions (10 marks)**
4. All the three assignments are to be completed by 15 May and 30 November and mailed / given by hand for evaluation at the ASoDL office Noida / your Study Centre.
5. The evaluated assignments can be collected from your study center / ASoDL Office after Eight weeks. These will be destroyed at the end of each semester if not collected.

**Pledge**

***“ I declare on my honour that I have neither copied these assignments nor downloaded through any other source, I further declare that this is totally my own effort”.***

Signature : \_\_\_\_\_

Name : \_\_\_\_\_

Date : \_\_\_\_\_

(√) Tick mark in front of the assignments submitted

<b>Assignment “A”</b>	<b>Assignment “B”</b>	<b>Assignment “C”</b>
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**\* Assignment A & B – each 15 marks**  
**Assignment C-10 marks**

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**ASSIGNMENT – A**

**Total Marks: 10**

- 1 . **What is scientific research? What are its limitations? How scientific is marketing research? What special problems do MR specialists face in this regards?**
- 2 . **Why is advertisement research necessary? Discuss main issues in media research.**
- 3 . **Observation is considered a potent tool of MR data collection. Discuss. What are different kinds of observation techniques? What are their advantages and limitations?**
- 4 . **How does probability-sampling techniques differ from non-probability sampling techniques? Discuss two probabilities sampling and two non-probability sampling techniques with examples. Is it always necessary to take a probability sample? Justify your answer.**
- 5 . **A research is never completed unless report has been written. Elucidate. Bring out clearly what are the main characteristics of a good report, what are the major sections in the body of the report. Explain.**

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**MARKETING RESEARCH (ADL-10)**

**ASSIGNMENT – B**

**Total Marks: 10**

- 1 . **Explain various attitude measurement scales and give illustration to differentiate between them. Prepare Likert type ten statements to measure the consumer attitude towards TV commercial advertisement.**
- 2 . **A food producing company has three types of drinks X, Y, Z. It has three packaging to market them, namely, ( a ) Plastic pouch ( b ) Canned boxes ( c ) Returnable glass bottles. The company is interested to know which product and packaging give more sales. You are asked to conduct an experimental research to know this. Which experimental design will you recommend for this study? Also explain the analysis technique for suggested experimental design.**

3. A brand manager is concerned that her brand's share may be unevenly distributed throughout the country. In a survey in which the country was divided into geographical regions, random sampling of 100 consumers in each region was surveyed with the following results.

	REGION				
	NE	NW	SW	SW	TOTAL
Purchase the brand	40	55	45	50	190
Do not purchase	60	45	55	50	210
	-----				
	100	100	100	100	400
	-----				

Test the Hypothesis at 5% level of significance that brand purchases and regions are independent.

4. Please read the case study "Welcome Group Hotels" and answer questions given at the end.

## **CASE STUDY**

### **WELCOME GROUP HOTELS**

The Welcome Group owns a chain of 20 hotels located in different parts of the country. In recent years it has been expanding the chain by setting up new hotels.

When there were only a few hotels, the Managing Director of the Welcome Group used to personally visit them with a view to ensuring that they provided high quality food and service to their patrons. But now he finds that with so many hotels it is extremely difficult to personally visit each and every hotel. At the same time, he needs some mechanism to ensure that hotels of the chain continue to provide high quality service.

The Managing Director has discussed this problem with some senior officials of the company. As a result of this discussion, he feels that:

OPTION 1 : A suitable questionnaire may be designed and the same may be given to guests during their stay in the hotels. They may be requested to return the filled-in questionnaire at the reception counter while leaving the hotels.

OPTION 2 : A suitable questionnaire may be designed and the same may be posted to their homes soon after they have reached there with the request that these be returned, duly filled in, by post.

OPTION 3 : A trained interviewer may be appointed on a temporary basis. He could visit different hotels without giving any prior information of his visits. In each hotel he visits, he may personally interview selected guests and seek their opinion on the quality of food and service in that hotel and their suggestions, if any, for improvement.

OPTION 4 : The services of a marketing research firm may be hired. It may be asked to conduct a suitable study based on say, telephone interviews of a random sample of guests from each hotel and to submit its report to the Managing Director.

#### ***Questions:***

1. Discuss the relative merits and demerits of each option, indicating which one you would adopt and why?
2. Discuss the sampling plan, and prepare the questionnaire you would use.

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**MARKETING RESEARCH (ADL-10)**

**ASSIGNMENT – C**

**Total Marks: 10**

**OBJECTIVE TYPE QUESTIONS**

**Tick Marks (✓) the most appropriate answer.**

1. **Which is not a research framework:**  
(a) Descriptive research                      (b) Casual research  
(c) Top of the mind recall                      (d) Exploratory
2. Secondary data can be obtained from:  
(a) Motion pictures                              (b) Interviews  
(c) Observations                                (d) Trade publications
3. Primary data is so called because:  
(a) Primary school provide it                      (b) Data is direct from customers  
(c) Trading is in primary centres                      (d) Only confined to basic research
4. Primary data can not be obtained from:  
(a) Questionnaires                              (b) Observations  
(c) Magazines                                      (d) Panel contracts
5. Questionnaire method can be used for:  
(a) Data collection                              (b) Correcting mistakes of employees  
(c) Secondary data                              (d) None of the above
6. Which is not a form of Advertising Research?  
(a) Pre-testing                                      (b) During campaign research  
(c) Preparation of art work                      (d) Post campaign
7. A sample selections is not done on:  
(a) Random basis                                (b) Convenience  
(c) Stratified random                              (d) Entire universe
8. Market Research is still not popular with marketing team because:  
(a) Delay in reports                              (b) Researcher's caliber  
(c) Personal bias in reports                      (d) All of above
9. Research reports should not contain:  
(a) Personal opinions                              (b) Recommendations  
(c) Methodology                                (d) Findings

- 10 . Market Research goes wrong if:  
( a ) Objectives of research are defined  
( b ) Questionnaire method is used  
( c ) Random sampling is done  
( d ) Segment of market is not defined
- 11 . MR report should not contain:  
( a ) Title page ( b ) Introduction  
( c ) Objectives ( d ) Research views
- 12 . While editing data which one is not edited:  
( a ) Data contradictions ( b ) Incorrect answers  
( c ) Complete answers ( d ) Fictitious Interviews
- 13 . In a questionnaire method closed ended questions are asked for:  
( a ) Time bound questioning  
( b ) Getting the answers you want  
( c ) Helping the respondents arrive at a consensus  
( d ) Not tolerating long speeches
- 14 . Exploratory research is conducted for:  
( a ) For getting basic information  
( b ) As a trail work  
( c ) For limiting expenses  
( d ) When objectives have to be fully defined
- 15 . Market demand does not include which of the following:  
( a ) Firms market share  
( b ) Competitor market share  
( c ) Market growth  
( d ) Supply shortage
- 16 . A market research has better control over market variables during investigation in case of:  
( a ) Exploratory study ( b ) Descriptive study  
( c ) Experimental study ( d ) Case study
- 17 . The error associated with wrong coding of data is called:  
( a ) Sampling error ( b ) Non-sampling error  
( c ) Relative error ( d ) Avoidable error
- 18 . Hypotheses are formulated in a marketing research project because these:  
( a ) They describe the phenomenon under study ( b ) They are testable  
( c ) They help in reporting ( d ) All the above
- 19 . Non-response is highest in case of:  
( a ) Telephone interviews ( b ) Mailed questionnaire method  
( c ) Personal interview with questionnaire ( d ) Observation method

- 20 . The exploratory research is carried through:
- ( a ) The literature survey
  - ( b ) The experience survey
  - ( c ) The analysis of “insight-stimulating examples”
  - ( d ) All of the above
- 21 . The variables which are supposed to influence the dependent variable are called:
- ( a ) Independent variables
  - ( b ) Dummy variables
  - ( c ) Environmental variables
  - ( d ) Normal variables
- 22 . Which of the following is a source of primary data?
- ( a ) Books
  - ( b ) Literature
  - ( c ) Historical documents
  - ( d ) Information obtained from the respondents on telephone
- 23 . In which method of data collection, field staff is required?
- ( a ) Telephone interview
  - ( b ) Mailed questionnaire method
  - ( c ) Personal interview with questionnaire
  - ( d ) Both ( a ) and ( b )
- 24 . The characteristic of sample random sampling is that:
- ( a ) Each unit of population is not assigned equal probability
  - ( b ) Each unit of population is assigned equal probability
  - ( c ) The probability varies directly in proportion with the size of the sample
  - ( d ) Some units are assigned zero probability
- 25 . The degree of control on external factor is more in research studies classified as:
- ( a ) Exploratory research
  - ( b ) Experimental research
  - ( c ) Descriptive research
  - ( d ) Ex-post facto research
- 26 . Which of the following is not a part of text in a report?
- ( a ) Acknowledgement
  - ( b ) Table of contents
  - ( c ) Summary
  - ( d ) Appendices
- 27 . The investigation of relationships among variables without knowing the objective of inclusion of these in the study is part of:
- ( a ) Exploratory research
  - ( b ) Experimental research
  - ( c ) Descriptive research
  - ( d ) Artificial research

- 28 . In the context of research, objectivity refers to:
- (a) Exact planning so that one step leads another
  - (b) An approach unaffected by researcher's personal views
  - (c) An absolutely correct definition of terms and concepts
  - (d) Unambiguous statements of all procedures
- 29 . The inability of the investigator to contact a respondent listed in the sample would result in to:
- (a) Sampling error
  - (b) Non-sampling error
  - (c) Measurement error
  - (d) Researcher error
- 30 . In a research process decision regarding specific field procedures and design of instrument for recording data are covered under:
- (a) Problem definition
  - (b) Research design
  - (c) Data collection
  - (d) Data analysis
- 31 . The variables which are supposed to influence the variables under study are called:
- (a) Independent variables
  - (b) Dummy variables
  - (c) Environmental variables
  - (d) Normal variables
- 32 . The process of research in which certain variables are manipulated under researcher control to facilitate the collection of data showing effects is known as:
- (a) Exploratory research
  - (b) Experimental research
  - (c) Descriptive research
  - (d) Artificial research
- 33 . When the units in the sample are selected according to a number of key characteristics, the procedure is called:
- (a) Judgment sampling
  - (b) Systematic sampling
  - (c) Cluster sampling
  - (d) Quota sampling
- 34 . If responses for a question are classified as belonging to one of the k classes, this type of measurement falls under:
- (a) Ordinal scale
  - (b) Interval scale
  - (c) Nominal scale
  - (d) Ratio scale
- 35 . The most flexible method of data collection is:
- (a) Observation method

- (b) Personal interview with questionnaire
  - (c) Mailed questionnaire method
  - (d) Telephone interview method
36. Sampling is a must in case of information obtained such that:
- (a) it is required immediately
  - (b) it is required with very little funds
  - (c) It is required with great accuracy
  - (d) It is obtained through destructive experiments
37. Quality of primary data is dependent on the skills, knowledge and training of the investigator to a greater extent in case of data collected by:
- (a) Observation method
  - (b) Questionnaire interview method
  - (c) Mailed questionnaire method
  - (d) Telephone interview method
38. A pre-test of questionnaire will enable us to:
- (a) Have legible data
  - (b) Fill the missing items
  - (c) Remove inconsistency in data
  - (d) Identify misinterpretation of questions
39. Systematic sampling is inefficient when:
- (a) The population size is less than 1000
  - (b) Sample size is very large
  - (c) There is a hidden periodicity in the population
  - (d) Both ( a ) and ( b )
40. The data collected afresh and for the first time, and this happen to be in character is called:
- (a) Primary data
  - (b) Secondary data
  - (c) Sample data
  - (d) Universal data