

**Time - 3 Hours****MM-70****ALL QUESTIONS ARE COMPUSORY**

Q1. Define Marketing Research. Describe the steps in the simple marketing research process. What decisions are made by marketing managers? How does marketing research help in supporting these decisions? (10)

Q2. What are the major purposes for which exploratory research is conducted? Differentiate between exploratory and conclusive research. (10)

Q3. What are the differences between primary data, secondary data and marketing intelligence? What are the relative advantages and disadvantages of secondary data? (10)

Q4. What are the key benefits and drawbacks of conducting focus group discussions? What are the difficulties in conducting focus groups with managers or professionals? (10)

Q5. The following table shows the ages (X) and blood pressure (Y) of 8 persons :

X	52	63	45	36	72	65	47	25
Y	62	53	51	25	79	43	60	33

Obtain the regression equation of Y on X and find the expected blood pressure of a person who is 49 yrs old. (15)

Q6. XYZ pharma company is leading manufacturer of protein biscuits. The company has launched a new brand of protein biscuits in the four metros : *Delhi, Mumbai, Kolkatta* and *Chennai*. After one month, the company realizes that there is a difference in the retail price per pack of protein biscuits across cities. Before the launch, the company had promised its employees and newly appointed retailers that the protein biscuits would be sold at a uniform price in the country. The difference in the price can tarnish the image of the company. In order to make a quick inference, the company collected data about the price from *six* randomly selected stores across the *four* cities. Based on the sample information, the price per pack of protein biscuits (in Rs) is given in the following table:

Price per pack of the protein biscuits (in Rs)			
Delhi	Mumbai	Kolkatta	Chennai
22	19	18	21
22.5	19.5	17	20
21.5	19	18.5	21.5
22	20	17	20
22.5	19	18.5	21
21.5	21	17	20

Using one way ANOVA, analyze the significant differences in the prices. Take 95% as the confidence level. (given : F Table value – $F_{0.05,3,20} = 3.10$) (15)

