Q1. Stellar, a men's clothing store chain has been witnessing declining profits in the last two years. The stores have been known for their high quality apparel, but have been somewhat conservative with regard to their product line, store décor, advertising and other promotions. However, the market is increasingly becoming highly competitive as many apparel outlets are coming up with product lines aimed at the young, fashion conscious buyer. The Chief Executive of Stellar is planning to make the chain’s product line more trendy so as to appeal to young adults. However, before doing this, the Chief Executive thinks that it would be appropriate to conduct some market research to understand the current status of his chain of stores.

(a) Prepare a statement of research purpose and research objectives for the study. (5)  
(b) Design a detailed research study to meet the research purpose. (10)

Unit-I

Q2. Explain with suitable examples the applications of marketing research in the various stages of the marketing management process. (15)

Q3. (a) Describe the different types of research design and the basic purpose of each. (7.5)  
(b) Briefly describe the different sources of experimental errors. (7.5)

Unit-II

Q4. (a) Describe the various steps in the sampling process. (10)  
(b) Distinguish between:
   (i) Simple Random Sample and Systematic Random sample. (2.5)  
   (ii) Stratified Random Sample and Cluster Sample. (2.5)

Q5. (a) Design a Likert Scale for measuring people's attitudes towards blood donation. (7.5)  
(b) Discuss the problems encountered in attitude measurement. (7.5)

Unit-II

Q6. (a) What are the advantages and limitations of observation as a data collection method? (7.5)  
(b) Explain with examples the process of data editing and coding. (7.5)

Q7. Describe the various steps in questionnaire design. (15)

Unit-IV

Q8. (a) Suggest the conditions under which the following tests would be conducted. (4x2=8)
   (i) z test (ii) t test (iii) Chi-square test (iv) One-way ANOVA

(b) Explain with suitable examples the application of any two multivariate analysis methods. (7)

Q9. Suggest a set of guidelines for effective report writing. (15)