

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION  
NOVEMBER 2010**

**SMT 2312 MARKETING RESEARCH**

Time : 3 Hours

Maximum Marks : 50

(Each question carries TEN marks)

- I. A. "Marketing Research is undertaken to guide managers in decision making". Critically evaluate the statement.  
**OR**  
B. What do you mean by marketing decision support system? How is it beneficial to marketing research? Explain.
- II. A. Discuss the types of Research Design. Indicate their specific utilities.  
**OR**  
B. What is a questionnaire? What are the characteristics of a good questionnaire?
- III. A. What is qualitative research? Discuss some of the major methods of qualitative research.  
**OR**  
B. Discuss the sampling process in the context of a survey to be conducted to know leisure time habits of the people in Kerala.
- IV. A. Explain with examples the concept and utility of univariate and multivariate analyses.  
**OR**  
B. Discuss the major parametric tests of hypothesis.
- V. A. Suppose you are given three advertising themes for a new entertainment park to be established in Kerala. How would you design and conduct an experiment to determine which of the themes is most effective?  
**OR**  
B. Suppose you are the manager of a large departmental store in Cochin. You are interested in measuring the impact of the public address system on the sale of selected items such as soaps, soft drinks etc. Describe how you would go about it.

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