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Q.1

O. P. Code 54087

1) Market Research evolved in 1900s in the United States. The techniques used in Market Research also evolved from only qualitative, then quantitative and then to a mix of both methods.

2) Market Research is organized effort to gather information about the market. Some of the steps involved in the process are defining the problem, identifying data requirements, selecting the method of data collection, analysis of data, interpretation of results, preparing and presenting report etc.

3) Marketing Information Systems relates to collection and dissemination of information about prices, competitors, products in the market etc. It is a system that gathers information on a continuous basis that helps in formulating strategies.

Q.2

1) Data is the information that is collected to carry out the research. Data can be classified into Primary and Secondary data. There are various sources to collect this data like reports of govt etc for secondary data and survey, interview etc. as Primary sources.

2) Conducting survey interviews involves steps like selecting the interviewers, training them etc

3) Panel method implies surveying the same sample over a period of time. It helps in knowing the consumer response for a product over a long period of time and has several other advantages.

Q.3

1) Sampling means selecting a small group of people from the entire population to carry out research. The process involves steps like decision between census or sample, determining the sampling method, selecting sample size etc.

2) Probability sampling methods include simple random, stratified random etc.

3) Cluster sampling means random selection of sampling units consisting of population elements. Each sampling unit is a cluster of population elements. In larger field surveys, clusters containing of specific geographical areas are drawn. As geographical areas are selected as sampling units, their sampling is called area sampling.

Q.4

1) Ethical issues imply that no harm should be done to the respondents during the research process. They should be informed about the nature and purpose of research. But sometimes this might affect the responses of the participants

2) Selection of survey method depends on criteria like the literacy of population, whether people are

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comfortable with the language of the survey etc.

3) Reliability implies consistency. Reliability of sample depends on the sample size, and the diversity in it. Validity of sample means evaluating whether the sample represents the entire population and also whether the sampling method is acceptable.