

Q.P. Code → 54084

Q

Q.1 Answer any two of the following:

1) Measurement involves assigning numbers to the data collected- Applications in Market Research with examples

2) Definition of Nominal, Ordinal, Interval and Ratio Scales. Rating scale involves measuring attributes of an object along a continuum-example of rating scale-merits and demerits

3) Attitude scales attempt to measure attitudes of people. Thurstone scale is an attitude scale consisting of a number of statements. The position of these statements has been predetermined by ranking carried out by the judges. The respondents have to put a mark against each statement which appropriately describes their attitude.

Semantic Differential attempts to measure the psychological meaning of a concept to individuals.

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**Q.2 Answer any two of the following:**

- 1) Meaning of questionnaire-Questionnaire helps to carry out the survey in proper direction. It helps in collecting adequate, accurate and relevant data.
- 2) Pre-test is a trial of specific aspect of study-need and importance of pretest-helps in avoiding errors-helps in testing adequacy and relevance of the instrument used for study
- 3) Open ended or close ended questions, dichotomous questions, Multiple choice questions, declarative questions. Types of questions to be avoided- Leading, Loaded, Ambiguous, Double-barreled, Long, double-negative questions.

**Q.3 Answer any two of the following:**

- 1) Word Association Test- The interviewer reads a list of 25-100 words. The respondent is asked to respond with first matching word that comes to his mind.  
Sentence Completion Test- The respondent is asked to complete incomplete sentences. Use of these techniques in Market Research.
- 2)Market Research can take forms like exploratory, descriptive, causal etc. Each of these have applications of their own.
- 3) When  $X= 2$ ,  $Y= 6$ . When  $Y=1$ ,  $X= 10$ .

**Q 4 Answer any two of the following**

- 1) Meaning of opinion polls- uses in market research- Delphi Method

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2) Overall Sequence and Intra Sequence

3) Intensive interview aiming at studying the respondent's opinion, emotions or convictions. Helps in eliciting unconscious and personal feelings.