



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)- SET 2

FIFTH TRIMESTER (Batch 2022-24)

END TERM EXAMINATIONS, JANUARY 2024

Course Name	Marketing Research	Course Code	20131
Max. Time	2 hours	Max. Marks	40 MM

1. Discuss the decisions involved in constructing itemized rating scales with respect to number of scale categories, balanced versus unbalanced scales, odd or even number of categories, forced versus non-forced choice, degree of verbal description, and the physical form of scale. (10 marks)
2. Briefly discuss mechanical observation. Describe different devices used for mechanical observation that require the respondent's direct participation and those which do not require the respondent's direct participation. (10 marks)
3. If a researcher were trying to overcome the unwillingness of respondents to answer by considering the effort required of the respondents, what might he/she do to make the respondent more willing to respond? Develop an example question (showing the incorrect and correct way to best overcome the respondents unwillingness to answer) to clarify your response. (10 marks)
4. Marketing research suppliers & services provide most of the information needed by decision makers. Most of the big research suppliers have several subsidiaries & divisions that encompass various areas of marketing research. How can such marketing research suppliers & services be classified? Give relevant examples. (10 marks)