



GIET UNIVERSITY, GUNUPUR – 765022

Ph.D. (Second Semester) Examinations, November – 2023

WPPEMB2014 - Research Methods in Marketing Management (Management)

Time: 3 hrs

Maximum: 70 Marks

The figures in the right hand margin indicate marks.

Answer ANY FIVE Questions

(14 x 5 = 70 Marks)

	Marks
1.a. How Marketing research is different from other research works and explains various steps involved in marketing research?	7
b. Write a short note on the following i) Depth interview ii) Focus Groups	7
2.a. Write a detailed note on mathematically derived scaling techniques.	7
b. Explain comparable and non-comparable scaling techniques in detail.	7
3.a. What do you mean by Sampling? Explain various Probabilistic and Non probiotics techniques of sampling.	7
b. Explain sample size determination-various approaches.	7
4.a. How to perform data screening, editing, coding and cleaning?	7
b. What is the report format and good elements of report writing?	7
5.a. Explain the applications of cluster analysis and conjoint analysis.	7
b. What is logit analysis?	7
6.a. Distinguish exploratory research and deceptive research.	7
b. Write a short note on the following i) Scale evaluation ii) Multi item scaling techniques.	7
7 a. What are comparative scaling, non-comparative scaling techniques?	7
b. What are mathematically derived scales?	7
8 a. How to measure response rate? How to handle the non-response rate issues?	7
b. What is the report format and good elements of report writing?	7

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