Date: January 11, 2011	Max Time: 2 Hours
Instructions: Attempt ALL questions	Max Marks: 30

Q1. With the help of flow diagrams explain the link between decision making process and the research process and the way the marketing system triggers the recognition of a situation calling for a decision. In this context what do you understand by the following terms?

a) Problem

b) Opportunities

c) Symptoms

Q.2 Briefly explain the four basic sources of marketing data.

Q.3 What do you understand by the following terms used in estimating the validity of measurements?

d) Construct validity

e) Content validity

f) Concurrent validity

g) Predictive validity

Q.4 The appropriate test of statistical inferences varies by the types of scales of the data available. By assuming certain values to support, illustrate z-test by using the six steps involved in hypothesis testing.

OR

Provide an overview of Univariate data analysis procedure.

Q.5. Briefly explain different types of scales used in measurement of attitudes in marketing research.