ASSIGNMENT

Course Code	**:**	**MMPM-006**
Course Title	**:**	**Marketing Research**
Assignment Code	**:**	**MMPM-006/TMA/JAN/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. What is the difference between a marketing information system and marketing research? Justify the need for marketing research.

2. Distinguish between exploratory and descriptive research design. Explain the various extraneous variables that, if not controlled in an experiment, may contaminate the effect of the independent variable.

3. What do you understand by the term "correlation"? Explain how the study of the correlation coefficient helps in understanding the relationship between variables under consideration.

4. What do you mean by "big data"? Explain the types of big data & the characteristics of big data with an example.

5. Write short notes on following:
   a. Multidimensional Scaling
   b. Cluster Analysis
   c. Discriminant analysis

1. What is the difference between a marketing information system and marketing research? Justify the need for marketing research.

Answer

A business needs information every day, but all information needs are not of the same kind. A marketing information system (MIS) is the continuing arrangement through which a firm collects, stores, analyses and supplies marketing information for regular managerial use. It normally combines internal records, sales reports, market intelligence, customer databases and other information available to the organisation. Marketing research, on the other hand, is a systematic study undertaken for a particular marketing problem or opportunity. It begins with a clearly defined research problem and then uses suitable methods to collect, analyse and interpret data for that problem.

Thus, marketing research is not the same as the whole marketing information system. Research may be one important source of input to the MIS, but an MIS is broader and more continuous. For example, a company may receive daily sales, stock and dealer reports through its MIS. If sales suddenly fall in one region, a separate marketing research study may be commissioned to find out whether the cause is price, product dissatisfaction, competition, distribution problems or a change in customer preference.