

Total No. of Questions : 5]

PC-4812

[6380]-2009

M.B.A.

**205 - MKT : SC - MKT - 01 : MARKETING RESEARCH
(2019 Revised Pattern) (Semester - II)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Quote relevant example wherever required.*
- 3) *All questions carry equal marks.*

Q1) Answer any 5 out of 8 (2 marks each) :

[10]

- a) Define Marketing Research.
- b) Define Branding Research.
- c) Recall Construct and Questionnaire.
- d) Enlist various Steps in Marketing Research Process.
- e) Recall various Research Design.
- f) State the Application of Marketing Research.
- g) State Recent trends in Marketing Research.
- h) Enlist basic Objective of Marketing Research.

Q2) Answer any 2 out of 3 (5 marks each) :

[10]

- a) Explain the Condition required to be satisfied before carrying out a factor Analysis.
- b) Give Five Specific Potential Sources of Secondary data that you would consult to estimate the Indian market Potential for new Product. (Choose a Product of your Interest).
- c) Discuss the Marketing Research Industry in India.

P.T.O.

Q3) Answer 3 (a) or 3 (b) :

[10]

- a) Create combination of attributes and Levels for 3*3*3 metric for soft drink Attribute is Price, Volume and Color. Consider yourself as Consumer and Highlight most feasible/Preferred combination with explanation.

Price in Rupees	Volume in ML	Color
200	1000	Red
100	700	Green
50	250	Blue

OR

- b) Positioning of company's Offering plays a crucial role in Success of Product. State and articulate the methods used to Position the product in the Market with suitable example from Automobile Industry.

Q4) Answer 4 (a) or 4 (b) :

[10]

- a) Explain advertising Research for determining the immediate short term and long term effects of an advertising Campaign for newly launched brand of Electric vehicle.

OR

- b) Draft a Marketing Research Proposal for the Automobile Company wants to find out the acceptance of electric vehicle (SUV Segment) in Indian Market.

Q5) Answer 5 (a) or 5 (b) :

[10]

- a) Design a Questionnaire to carry out Brand research for Product of your choice from FMCG sector and highlight Construct, items and variables in the Questionnaire.

OR

- b) Create Research design for International Marketing Research for product of your choice from Automobile Industry.



Total No. of Questions : 5]

SEAT No.

PB-4425

[Total No. of Pages : 2



[6201]-209

First Year M.B.A.

205 - SC - MKT - 01 : MARKETING RESEARCH

(Revised 2019) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Draw neat labelled diagram wherever necessary.

Q1) Solve any Five.

[10]

- a) Define marketing research and its primary purpose.
- b) Identify the primary sources of data in marketing research.
- c) Name the different types of sampling techniques used in marketing research.
- d) Name any two types of Research Design.
- e) Recall the factors that influence brand perception.
- f) Recall the factors that influence consumer brand loyalty.
- g) Define brand research and its purpose in marketing.

Q2) Attempt any Two.

[10]

- a) Discuss the recent trends in marketing research.
- b) What is Research Design? Explain types of Research Design with suitable applications.
- c) What is conjoint analysis? Discuss applications of conjoint analysis.

Q3) a) What sampling design would you select for a study to find out the household expenditure on home care products by various income groups? Give details of sampling design & method with proper justification. Make assumptions as required. [10]

OR

- b) Assess the effectiveness of multi-dimensional scaling and perceptual mapping in understanding consumer perceptions.

P.T.O.

Q4) a) Propose a research plan to assess consumer behaviour and preferences in different cultural contexts towards buying some electronic products (Assume any electronic products). [10]

OR

b) Cluster analysis is said to be a collection of objects. It is used in various application in the real world. Enumerate the applications of cluster analysis, in details.

Q5) a) A company is planning to launch a new luxury watch brand in the international market. They want to understand consumer preferences, develop effective advertising strategies and determine the optimal price point for their product. [10]

OR

b) A start-up company wants to develop a new product i.e. two wheeler electric vehicles. Consider yourself as a marketing manager and wants to know the customer preferences for electric vehicles through conjoint analysis. Construct a conjoint analysis plan and determine the important attributes for the research with justification.

Total No. of Questions : 5]

P7886

SEAT No. :

[Total No. of Pages : 2

[6118]-2009

First Year M.B.A.

MKT 205 - SC - MKT - 01 : MARKETING RESEARCH

(Revised 2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates.

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Define the following terms. Attempt any Five:

[5×2=10]

- a) Define Marketing Research.
- b) Define Market Research.
- c) Recall Construct and Questionnaire.
- d) Enlist various Steps in Marketing Research Process.
- e) Recall Research Design.
- f) State the Application of Marketing Research.
- g) Compare and Contrast Marketing Information System and Marketing Intelligence System (2 Points).
- h) Write full form of SPSS, AMOS, AI, and ML.

Q2) Attempt any Two:

[2×5=10]

- a) Write in details various functions of Marketing Research with suitable example.
- b) Explain ethical issues encountered in Marketing Research with live example from Industry.
- c) Compare and Contrast Qualitative and Quantitative research with suitable example (5 points minimum).

P.T.O.

Q3) Attempt any One:

[1×10=10]

- a) Create combination of attributes and Levels for 3*3 metric for soft drink Attribute are Price, Volume and Color. Consider yourself as Consumer and Highlight most feasible/Preferred combination with explanation.

Price in Rupees	Volume in ML	Color
200	1000	Red
100	700	Green
50	250	Blue

- b) Positioning of company's Offering plays a crucial role in Success of Product- state and articulate the methods used to Position the product in the Market with suitable example from Automobile Industry.

Q4) Attempt any One:

[1×10=10]

- a) Draft a Marketing Research Proposal for the Automobile company wants to find out the acceptance of electric vehicle (SUV Segment) in Indian Market.
- b) Relate GTM (Go to Market Strategy) for the product of your choice and explain the same in details.

Q5) Attempt any One:

[1×10=10]

- a) Design a Questionnaire to carry out Brand research for Product of your choice from FMCG sector and highlight Construct, items and variables in the Questionnaire.
- b) Create Research design for International Marketing Research for product of your choice from Automobile Industry.

