

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDRM/PGDMM

Examination: June 2017
Subject: Marketing Research

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 11.06.2017

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4 (Marks: 2X5=10)

- a. Explain the sampling terms: Element & Study population
- b. State the features of sampling method
- c. Explain two methods of random sampling
- d. Explain 'Synectics' technique in Qualitative Research

Q.2) Write short notes on (2 out of 5) (Marks: 2X5=10)

- a. Any five limitations of Marketing Research
- b. Limitations of Secondary Data
- c. Factors to be considered while deciding sample size
- d. Controlled Test Markets
- e. Oral Report

Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)

- a. Explain major sources of primary data
- b. Explain the sampling process
- c. Explain Non Probability Sampling Technique
- d. Explain Observation technique in Quantitative Research Technique
- e. Explain advantages & disadvantages of various types of advertising

Q.4) Attempt both the questions (Marks: 2X10=20)

Qatar Airways plans to start a domestic airline in India. If the plans fructify, this will be the first instance of a fully foreign entity owned local carrier in the country, after Prime Minister Narendra Modi opened up the sector for 100% FDI last June. Qatar Airways wants to conduct research with a view to accommodate the needs of air travelers

1. Suggest a suitable objective for research.
2. Draft a Questionnaire based on the objective stated.
