

SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

Programme: PGDMM

June 2013 Examination
Subject: Marketing Research

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

Date: 17.06.2013

Instructions.

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

Q.1. Short notes - Attempt any 2 out of 4

[10 MARKS] 2X5

- a) Needs of Marketing Research
- b) Qualitative Research
- c) Types of Question
- d) Depth Interview

Q.2. Write Short notes on any 2 out of 5

[10 MARKS] 2X5

- a) Types of Scaling Technique (any 4)
- b) Brand Equity Research
- c) Test marketing
- d) Positioning Research
- e) Research design

Q.3. Attempt any 3 out of 5

[30 MARKS] 3X10

- a) What are the various types of Sampling Design?
- b) Explain steps in Marketing research process with relevant examples.
- c) What are the stages involved in Advertising Research?
- d) Explain the importance of punchline & when they are used.
- e) Explain any 3 types of test used for analysis of data in Marketing research.

Q.4. Answer the following questions

(20 marks)

A company XYZ Ltd. is planning to launch new category of Watch for Male / Female so that it matches the recent demand of customer, Marketing Manager has hired a consultancy for the research purpose. As a researcher develop sampling strategy & design questionnaire for the same.

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