

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM

Academic year: 2012 – 2013  
Subject: Marketing Research

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

Date: 04.01.2013

Instructions:

**Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.**

NB:

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

1. Attempt any 2 out of 4 (short notes)

**Marks: 10**

- a) Scope for Marketing Research
- b) Descriptive Research Design
- c) Open and Close Ended Questions
- d) Motivation Research

2. Write short notes on any 2 out of 5

**Marks: 10**

- a) Limitation of Marketing Research
- b) Chi Square and T Test
- c) Test Marketing
- d) Steps involved in Advertising Research
- e) Thurstone and Likert Scale

3. Attempt any 3 out of 5

**Marks: 30**

- a) Explain various steps involved in Marketing Research Process.
- b) What are the various sources of Secondary Data?
- c) Explain various types of Report and discuss the draft of the Research Report.
- d) What are the various types of Non probability Sampling?
- e) Explain the process of Corporate Image Measurement Research.

4. Answer the following questions: (Case Study)

**Marks: 20**

Your company is a market leader in Beauty Soap Category. The company has recently launched one more soap in the same category to increase the market share. The company has named it as Taaza Rose. There is no punchline given to the Soap. The new rose variant has failed in all the metro cities where it was launched. The company has invested a huge amount of capital during its launch.

- a. You are required to draft a questionnaire to collect the reasons for failure of Taaza Rose.  
**(10 Marks)**
- b. Suggest the appropriate Research Design and samples from whom the data needs to be collected.  
**(10 Marks)**