

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

Programme: PGDMM

Academic year: 2013 – 2014
Subject: Marketing Research

Date: 16.12.2013

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

Instructions:

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

Q.1) Write short notes (any 2 out of 4) (Marks: 2*5=10)

- a) Scope of Marketing Research
- b) Sources of Secondary Data
- c) Thurston and Likert Scale
- d) Types of Test Markets

Q2) Write short notes (Any 2 out of 5) (Marks: 2*5=10)

- a) Characteristics of Marketing Research
- b) Open and Close Ended Questions
- c) Focus Group Interview
- d) Concept Testing
- e) In depth Interview

Q3. Attempt any 3 out of 5

(Marks: 3*10 =30)

- a) Explain the steps in a Research Process.
- b) Explain the Advantages and Limitations of Primary Data.
- c) What are the advantages and disadvantages of simulated test markets?
- d) Explain the different types of advertising
- e) What is Marketing Research? Explain its importance and limitations.

Q4. Case Study

(Marks: 20)

Your Company is a leader in the toothpaste segment. The Company has decided to launch a new toothpaste (strawberry flavoured) in order to further increase its market share. The toothpaste is aimed at targeting the first time users of toothpaste ie Kids aged 2 yrs and beyond.

- a) You are requested to draft a questionnaire to collect and understand the attitude of parents towards such flavored toothpaste for kids.
- b) Suggest different ways in which this product can be marketed.
