

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: 9.07.2012

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 (*Explain*) [Marks: 10]

- a) Need for Marketing Research
- b) Application of Marketing Research to Manufacturing and Service Industry
- c) Types of Questionnaires
- d) Multi Dimensional Scaling

2. Write short notes on any 2 out of 5 [Marks: 10]

- a) Problems Involved in Marketing Research
- b) Punch Lines and their Importance
- c) Observation Method and its types
- d) Brand Equity Research
- e) Story and Sentence Completion Test

3. Attempt any 3 out of 5 [Marks: 30]

- a) Explain various steps involved in Marketing Research Process?
- b) What are the various types of Research Design?
- c) Explain Test Marketing and different types of Test Marketing used in Marketing Research?
- d) What are the various types of Probability Sampling?
- e) What are the various types of attitude rating scale?

4. Answer the following questions: (Case Study) [Marks: 20]

M/s Pure and Pure Ltd. a well known company manufacturing has launched a new brand Safe Oxy Water Purifiers. It is the first brand of UV Protected solar powered water purifiers. The concept has been supported by scientist across the country. The brand is more expensive than the conventional water purifiers. Three months after as extensive launch, a survey reveals that the purchase rate for Safe Oxy Water Purifiers is substantially below expectations in the target population – defined as the urban middle class to upper class households.

- a) Prepare a questionnaire to find reasons for sales below expectations? (10 Marks)
- b) Suggest the appropriate Research Design and samples from whom the data needs to be collected? (10 Marks)