

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

Programme: PGDMM

Academic year: 2014 – 2015
Subject: Marketing Research

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

Date: 16.06.2014

Instructions:

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

Q 1> Answer the following (Attempt any 2 out of 4) (Marks: 2 X 5 =10)

- a) Need for Marketing Research
- b) Features and Needs for Research Design
- c) Characteristics of Questionnaires for Structured – Disguised, Unstructured – Disguised, Unstructured – Undisguised and Structured – Undisguised
- d) Uses of Qualitative Research

Q 2> Write Short Notes on (Attempt any 2 out of 5) (Marks: 2 X 5 =10)

- a) Positioning Research.
- b) Measurement of effectiveness of Advertising in Newspapers.
- c) Cox and Stuart Test for Trend and Mann Whitney “U” Test (Rank Sum Test)
- d) Write two objectives for the research on “Effectiveness of Advertising in Newspapers”.
- e) Use of secondary data can be conveniently arranged into four categories. Explain.

Q 3> Attempt any 3 out of 5 (Marks: 3 X 10 =30)

- a) Explain the Limitations of Primary Data
- b) Describe the term ‘Sampling Frame’
- c) Explain Measurement of Attitude under Attitude Research
- d) Define Depth Interview. Explain the Advantages and Limitations of Depth Interview
- e) Define Virtual Test Markets. Explain the Advantages and Disadvantages of Virtual Test Market

Q4> Attempt both the Questions (Marks: 2 X 10 =20)

- a) Explain the 7 steps of Sampling Process with suitable examples
- b) Describe Telephone Survey, Self-Administered Survey and In person Interview Survey