

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015
Subject: Marketing Research
Date: 20.06.2014

Semester: III - RE-EXAM
Marks : 50
Time: 11.00 a.m. to 1.00 p.m.

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) Oral Report
- b) Corporate Image Measurement Research
- c) Uses of Secondary Data
- d) Scope of Marketing Research

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

- a) Basic Analysis of Qualitative and Quantitative Information of the Report and Interpreting the information
- b) Where can Cluster Analysis be applied? Describe the Process.
- c) Campaign Tracking Research
- d) Stages Involved in Advertising Research
- e) Importance of Punch Line. When are they used *explain with examples.*

Q 3> Attempt any 3 out of 6 (Marks: 3 X 10 =30)

- a) Explain in detail the Elements of a Presentation.
- b) What is the importance of Market Research? What are the limitations of Market Research? Explain.
- c) Explain the following major sources of Primary Data: - Respondents, Analogous Case Situations and Research Experiments.
- d) Explain the following Sampling Terms with examples: - Element, Population, Sampling Units, Sampling Frame and Study Population.
- e) Describe Observation Research, Advantages and Disadvantages of Observation Research.
- f) Describe Traditional Test Markets and Controlled Test Markets, Advantages and Disadvantages of Traditional Test Markets and Controlled Test Markets.