

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014

Subject: Marketing Research

Date: 02.01.2015

Semester: III - RE-EXAM

Marks : 50

Time: 11.00 a.m. to 1.00 p.m.

**Instructions:**

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

**Q. 1) Write short notes on (any 2 out of 4)**

**(Marks: 2X5=10)**

- a) Characteristics of **Marketing Research**
- b) Briefly explain various **Steps in Research process**.
- c) Characteristics of an **Ideal Sample**.
- d) Differentiate between **Concept Testing** and **Copy Testing** in advertising Research?

**Q. 2) Write short notes on (any 2 out of 5)**

**(Marks: 2X5=10)**

- a) Briefly explain the **Process of Questionnaire Designing**.
- b) What do you understand with the term **Image Analysis**? Explain various steps in **Image Analysis**.
- c) What do you understand by **Brand Positioning Research**? Explain Positioning Research Process in detail.
- d) Explain **Brand Equity Research**. Explain various **Brand Equity Research Methods**?
- e) Types of **Multi-Dimensional Scaling**.

**Q. 3) Attempt (any 3 out of 6)**

**(Marks: 3X10=30)**

- a) What is **Research Design**? Briefly explain **Various Types of Research Design**.
- b) What do you mean by **Sample Design**? Briefly explain any **Three Methods of Probability Sampling Techniques**
- c) What do you understand by the term **Test Marketing**? Briefly explain **Various Types of Test Marketing used in Marketing Research**.

