

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015

Subject: Marketing Research

Date: 21.06.2015

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) Answer the questions (Any 2 out of 4)

(Marks: 2X5=10)

- a) What are the limitations of Secondary Data?
- b) What are the characteristics of an ideal sample?
- c) What are advertising objectives?
- d) What are the types of measurement scales?

Q.2) Write short notes (Any 2 out of 5)

(Marks: 2X5=10)

- a) National Readership Survey
- b) Types of Test Marketing
- c) Depth Interview
- d) Multidimensional Scaling
- e) Positioning Research

Q.3) Attempt any 3 out of 6

(Marks: 3X10=30)

- a) What is Marketing Research? What is the need of Marketing Research and what are its limitations?
- b) What is Survey? Why is it needed and what are its types?
- c) What are the sources of primary data?
- d) What are the steps in Research Process?
- e) You are a marketing manager of a fast food restaurant. Design a questionnaire to understand the customer satisfaction levels for your restaurant.
- f) What is Sales Promotion? What are its types?