

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

Programme: PGDRM/PGDMM

Examination: June 2015
Subject: Marketing Research

Semester: III
Course : New
Marks : 70

Date: 17.06.2015

Time: 3.00 p.m. to 6.00 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 advantages of Secondary Data?
- b) What are the limitations of sampling?
- c) What are the uses of qualitative research?
- d) What is market segmentation research?

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

(Marks: 2X5=10)

- a) Discriminant Analysis
- b) Brand Equity Research Methods
- c) Focus Group Interview
- d) Research Design
- e) Punch lines in Advertising

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What is Marketing Research? What is the need of Marketing Research and what are its limitations?
- b) What is observation method of collecting primary data and what are its types?
- c) What is test marketing and what are the types of test markets?
- d) Explain the Sampling Process.
- e) What is the role of National Readership Survey? How does it help the marketers?

Q.4) Attempt both the questions

Marks: 2X10=20)

- a) You are a marketing manager of a fine dining restaurant. Design a questionnaire to understand the customer satisfaction levels for your restaurant.
- b) Design a detailed Research Process if you were given a task of understanding the viability of a theme park located in the outskirts of your city.