

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

Programme: PGDRM/PGDMM

Examination: December 2015
Subject: Marketing Research

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

Date: 13.12.2015

Instructions:

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

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- Q.1) Answer the questions (Any 2 out of 4) (Marks: 2X5=10)**
- a) What are the characteristics of Marketing Research?
 - b) What are the limitations of secondary data?
 - c) Explain the features of sampling?
 - d) Why are punch-lines important to marketers?
- Q.2) Write short notes (Any 2 out of 5) (Marks: 2X5=10)**
- a) Exploratory research
 - b) Virtual Test Markets
 - c) Consumer Panel
 - d) Cluster Analysis
 - e) Brand Equity research methods
- Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)**
- a) What are the different types of research reports?
 - b) Explain the different types of quantitative research techniques.
 - c) Explain the non-probability sampling techniques.
 - d) What is focus group interview? State its advantages and disadvantages
 - e) What are the stages involved in advertising research?
- Q.4) Attempt both the questions (Marks : 2X10 =20)**
- a) You are the marketing manager of a famous Airline Company. Off late you have received various complaints on many services both, 'on ground' as well as 'in flight' related from your customers. Design a questionnaire to get a feedback.
 - b) You are running an upcoming chain of Pizza outlets. What kind of advertising strategies and mediums will you use for promotion and why?