

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

Programme: PGDRM/PGDMM

Examination: June 2016
Subject: Marketing Research

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

Date: 12.06.2016

Instructions:

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

Q.1) Attempt any 2 out of 4 (Marks: 2X5=10)

- a) Draw the step-by-step diagram of the entire Marketing Research Process.
- b) Name the different types of Research Designs.
- c) Criticize Focus-Group method.
- d) What is secondary data? Write 3 limitations of it.

Q.2) Write short notes on (2 out of 5) (Marks: 2X5=10)

- a) Marketing Research
- b) Advantages of Primary Data
- c) Simulation
- d) Systematic Random Sampling Method
- e) Advertising Campaign Research

Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)

- a) State the various needs of Marketing Research.
- b) Discuss the uses of secondary data in Marketing Research.
- c) Mention the types of observation method and give examples of each.
- d) Draw a diagram and explain the different types of scales.
- e) Differentiate between Quantitative & Qualitative Research

Q.4) Attempt both the questions (Marks: 2X10=20)

- a) Explain the concept of 'Corporate Image Measurement Research' in details.
- b) Prepare a questionnaire to survey for a struggling travel website, using open-ended as well as closed-ended questions as required (respondents would be travel agents/tour operators).
