

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

Programme: PGDRM/PGDMM

Examination: December 2016

Subject: Marketing Research

Date: 11.12.2016

Semester: III

Course : New

Marks : 70

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) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) State the advantages & disadvantages of Secondary data.
- b) Explain two methods used in the random sampling.
- c) What is Shopping Mall Intercept Sampling? State its advantages & disadvantages.
- d) Explain the Stages in Advertising Research.

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

(Marks: 2X5=10)

- a) Any Five limitations of Marketing Research
- b) Approaches to Determination of Sample Size
- c) Advantages & Limitations of Observation method
- d) Research Design
- e) Sampling units & Sampling Frame

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the steps in Research Process
- b) Explain three basic types of surveys
- c) Explain the Brand Equity Research Methods
- d) Explain the sources of Primary Data
- e) Explain the sampling process

Q.4) Attempt both the questions

(Marks: 2X10=20)

a) 'Strides' is a leading shoe store & is planning to venture into an allied business of a 'Shoe Laundry' but is doubtful about its success in the market where the concept is relatively new. Repairing of shoes is basically done at the local corner cobbler & in such a situation 'Shoe Laundry' will be a concept that would have to be explained to the people. The service would include professional cleaning, washing, airing & repairing of shoes. The management wants to hire an outside agency to find the feasibility of such a venture. They would also like to find the profile of the consumers who will try out for such a service. You are the director of the market research firm that has been selected to undertake the study. Prepare a questionnaire for conducting primary research

b) Explain the types of Report.
