Total No. of Questions : 5]

SEAT No. :

PA-4181

[5946]- 217

[Total No. of Pages 2

M.B.A. - I
205-SCMKT-01 : MARKETING RESEARCH
(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:
1) *All questions are compulsory.*
2) *Assume suitable data if necessary.*

Q1) Solve any Five

a) What are broad categories in which Marketing Research can be divided. **[2]**

b) List any two statistical softwares used for Marketing Research. **[2]**

c) What is discriminant analysis. **[2]**

d) Name different forecasting methods. **[2]**

e) Explain the concept of TRP. **[2]**

f) List any two limitations of Marketing Research. **[2]**

g) State any two non-probability sampling methods used in marketing Research. **[2]**

h) Give any two applications of cluster analysis. **[2]**

Q2) Solve Any Two.

a) What are different assumptions and limitations of conjoint analysis.**[5]**

b) What are the prospects of growth in the near future for marketing Research in India. **[5]**

c) Differentiate between Marketing Research & Marketing Information system. **[5]**

P.T.O.

Q3) Solve any one.

a) Different types of items are always displayed in the same or nearly locations-vegetables, soda, cereal, paper product etc. Make the clusters of different product in different sections of departmental stores. **[10]**

b) Choose which sampling design you would suggest for the following situation. Why? **[10]**

   i) To study post watching behavior of television commercials.

   ii) To study the perceptions of quality conciousness among production engineers in automobile industry.

Q4) Solve any one:

a) Assess the various sales forecasting methods. For understanding customer satisfaction for towards OTT platform. **[10]**

b) 'XYZ' shoes -a well known and reputed brand in India wanted to grow internationally. Evaluate the complexities and issues company would face during International Market Research. **[10]**

Q5) Solve any one:

a) Prepare a research proposal for analyzing customer attitude towards 5G Mobile Phones. **[10]**

b) 'Fooddie' - a jaggerry tea producer want to launch different flavours in jaggery tea powder. Plan a test marketing pan India. Evaluate issues in test marketing. **[10]**

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