

MAR-APR 2023

Total No. of Questions : 5]

P-3821

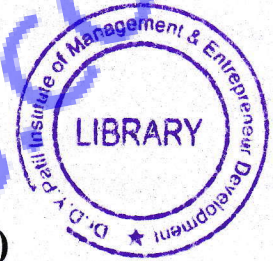
SEAT No. :

[Total No. of Pages : 2

[6025]-209

M.B.A. (Revised)

(205 MKT): MARKETING RESEARCH
(2019 Pattern) (Semester - II) (SC-MKT-01)



Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) Figures to the right indicate marks for that question/sub-question.
- 3) Your answers should be specific and to the point.
- 4) Support your answers with suitable live examples.
- 5) Draw neat and clean diagrams/illustrations supportive to your answer.

Q1) Answer any five out of six questions :

[5 × 2 = 10]

- a) Define descriptive and exploratory research design.
- b) Enlist any four sources of qualitative data.
- c) Define probability and non-probability sampling.
- d) Define Brand Research.
- e) Enlist the methods of demand forecasting.
- f) Define concept of TRP.

Q2) Answer any two out of three questions :

[2 × 5 = 10]

- a) Brief the assumptions and pre requisites of conjoint analysis.
- b) What are the conditions of data collection for factor analysis.
- c) What are the types of marketing research reports and how are they useful for business decision making.

P.T.O.

Q3) Solve any one :

- a) Differentiate between marketing research and marketing intelligence. [5]
- b) Discuss the recent trends in marketing research. [5]

OR

What is cluster analysis, state the application of cluster analysis for business decision making with example. [10]

Q4) a) Draft the questionnaire to know the customer satisfaction towards newly launched SPRI mango Juice brand in Pune. Consider the suitable scales for framing your question to collect demographic and product characteristics data. (Expected Likert scale Questions for at least 5 product characteristics). [10]

OR

b) Define focused group discussion method for data collection and explain the application, assumptions and requisites of FGD in marketing research.

Q5) a) SPRI Pvt. Ltd. has appointed you as marketing manager. Company wants to launch the electric SUV car in Pune. It's important for company to know the customer preference towards buying the electric SUV cars and so you are expected to create the conjoint analysis model considering the above situation. [10]

OR

b) Describe in detail any four demand forecasting methods with example.

