SEAT No. :

PB-4425

[6201]-209

First Year M.B.A.

205 - SC - MKT - 01 : MARKETING RESEARCH

(Revised 2019) (Semester - II)

Time : 2½ Hours]　　　　　　　　　　　　　　　　　　*[Max. Marks : 50*

Instructions to the candidates:

　1)　All questions are compulsory.

　2)　Draw neat labelled diagram wherever necessary.

Q1) **Solve any Five.**　　　　　　　　　　　　　　　　　　**[10]**

　a)　Define marketing research and its primary purpose.

　b)　Identify the primary sources of data in marketing research.

　c)　Name the different types of sampling techniques used in marketing research.

　d)　Name any two types of Research Design.

　e)　Recall the factors that influence brand perception.

　f)　Recall the factors that influence consumer brand loyalty

　g)　Define brand research and its purpose in marketing.

Q2) **Attempt any Two.**　　　　　　　　　　　　　　　　　　**[10]**

　a)　Discuss the recent trends in marketing research.

　b)　What is Research Design? Explain types of Research Design with suitable applications.

　c)　What is conjoint analysis? Discuss applications of conjoint analysis.

Q3) a)　What sampling design would you select for a study to find out the household expenditure on home care products by various income groups? Give details of sampling design & method with proper justification. Make assumptions as required.　　　　　　　　　　　　**[10]**

OR

　b)　Assess the effectiveness of multi-dimensional scaling and perceptual mapping in understanding consumer perceptions.

Q4) a) Propose a research plan to assess consumer behaviour and preferences in different cultural contexts towards buying some electronic products (Assume any electronic products). **[10]**

OR

b) Cluster analysis is said to be a collection of objects. It is used in various application in the real world. Enumerate the applications of cluster analysis, in details.

Q5) a) A company is planning to launch a new luxury watch brand in the international market. They want to understand consumer preferences, develop effective advertising strategies and determine the optimal price point for their product. **[10]**

OR

b) A start-up company wants to develop a new product i.e. two wheeler electric vehicles. Consider yourself as a marketing manager and wants to know the customer preferences for electric vehicles through conjoint analysis. Construct a conjoint analysis plan and determine the important attributes for the research with justification.

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