

Total No. of Questions : 5]

SEAT No. :

PD-2816

[Total No. of Pages : 2

[6430]-29

M.B.A.

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Attempt Any Five :

[10]

- a) Explain the significance of marketing research in Modern times.
- b) Mention the major components of proposal in Marketing Research.
- c) What is qualitative research?
- d) Enlist various Steps in Marketing Research Process.
- e) Mention different types of probability sampling methods.
- f) What is brand research?
- g) Describe Data collection instruments.
- h) Which marketing research tools are extensively used for sales forecasting.

Q2) Attempt Any Two :

[10]

- a) Demonstrate with example any application of pricing research for a new product advertisement.
- b) Describe the recent trends in Marketing Research.
- c) Describe data collection methods for research.

P.T.O.

Q3) Solve any One :

[10]

- a) What is multi-dimensional scale? Discuss at least two applications in Marketing Research.
- b) Explain the application of cluster analysis in Marketing for the purpose of customer segmentation

Q4) Solve any One :

[10]

- a) How will you carry out conjoint analysis for cold drink brand wishing to launch a new variant on the basis of following data.

Brand	A	B	C
Size	1 Liter	2 Liter	330ml Can
Price	75/-	125/-	25/-
Caffeine %	Regular	Low	High

- b) Create Research design for International Marketing Research for product of your choice from Aviation Industry.

Q5) Solve any One :

[10]

- a) Define test marketing. Create appropriate test marketing procedure for automatic dish washer.
- b) Design a questionnaire to study online buying behavior of consumers for furniture using appropriate attitudinal scale.

