

Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

MS3EM12 Marketing Research

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

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|-----|------|--|----------------------------|
| Q.1 | i. | What is the primary purpose of marketing research? | 1 |
| | | (a) To increase sales revenue | |
| | | (b) To identify and solve marketing problems | |
| | | (c) To design promotional campaigns | |
| | | (d) To develop new products | |
| | ii. | What are emerging applications of marketing research? | 1 |
| | | (a) Traditional market surveys | |
| | | (b) Focus groups | |
| | | (c) Social media analytics | |
| | | (d) Telemarketing | |
| | iii. | What is the primary role of marketing research agencies in India? | 1 |
| | | (a) To design marketing campaigns | |
| | | (b) To develop new products | |
| | | (c) To conduct market research on behalf of businesses | |
| | | (d) To provide financial services | |
| | iv. | What is a management dilemma in marketing research? | 1 |
| | | (a) A problem faced by managers in making decisions | |
| | | (b) A statistical analysis technique | |
| | | (c) A type of primary data collection method | |
| | | (d) A type of secondary data source | |
| | v. | Which type of research involves analyzing consumer preferences, attitudes, and behavior towards a particular product or service? | 1 |
| | | (a) Product research | (b) Sales control research |
| | | (c) Consumer survey | (d) Segmentation research |

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vi.	What is the purpose of segmentation research?	1
	(a) To estimate demand for products	
	(b) To conduct test marketing	
	(c) To identify socio-cultural trends	
	(d) To divide the market into distinct groups with similar characteristics and needs	
vii.	What is the focus of brand equity research?	1
	(a) Testing brand names	
	(b) Evaluating the strength and value of a brand	
	(c) Analyzing advertising effectiveness	
	(d) Conducting viral marketing research	
viii.	Which research method involves monitoring the performance and reach of online marketing campaigns?	1
	(a) Copy testing (b) Reader surveys	
	(c) Ad tracking (d) Viral marketing research	
ix.	Which stage of media research involves assessing audience reactions to a media campaign before its launch?	1
	(a) Pre-testing (b) Copy testing	
	(c) Post-testing (d) Research findings reporting	
x.	What is the purpose of post-testing in media research?	1
	(a) To evaluate the effectiveness of media channels	
	(b) To analyze audience reactions after a media campaign has been launched	
	(c) To conduct copy testing	
	(d) To assess the reach of media outlets	
Q.2	i. What is the significance of marketing research?	2
	ii. Explain characteristics of good marketing research.	3
	iii. Describe marketing research process.	5
OR	iv. Explain emerging applications of marketing research.	5
Q.3	i. What do you understand by management dilemma?	2
	ii. What is marketing information system? Explain the components of marketing information system.	8
OR	iii. Discuss scientific methods in marketing research. What are the various difficulties in applying scientific methods?	8

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Q.4	i. What do you mean by segmentation research?	3
	ii. Discuss socio cultural trends and demand estimation research.	7
OR	iii. Briefly explain motivation research, product research, and sales control research.	7
Q.5	i. Explain concept testing, and brand name testing.	4
	ii. What is multidimensional scaling? Briefly discuss positioning and pricing research.	6
OR	iii. Explain viewer ship surveys, ad tracking and viral marketing research.	6
Q.6	Attempt any two:	
	i. What are the various techniques of media research?	5
	ii. Discuss presentation of written research reports.	5
	iii. Write a short note on role of computer in research.	5

Marking Scheme**Marketing Research (T) - MS3EM12 (T)**

Q.1	i)	Answer: b) To identify and solve marketing problems	1
	ii)	Answer: c) Social media analytics	1
	iii)	Answer: c) To conduct market research on behalf of businesses	1
	iv)	Answer: a) A problem faced by managers in making decisions	1
	v)	Answer: c) Consumer survey	1
	vi)	Answer: d) To divide the market into distinct groups with similar characteristics and needs	1
	vii)	Answer: b) Evaluating the strength and value of a brand	1
	viii)	Answer c) Ad tracking	1
	ix)	Answer: a) Pre-testing	1
	x)	Answer: b) To analyze audience reactions after a media campaign has been launched	1
Q.2	i.	Significance of marketing research 2 Marks	2
	ii.	Characteristics of good marketing research. 3 Marks	3
	iii.	Marketing research process. 5 Marks	5
	OR iv.	Applications of marketing research. 5 Marks	5
Q.3	i.	Management dilemma 2 Marks	2
	ii.	Marketing information system 4 Marks Components of marketing information system. 4 Marks	8
	OR iii.	Scientific methods in marketing research. 4 Marks difficulties in applying scientific methods 4 Marks	8

Q.4	i.	Segmentation research 3 Marks	3
	ii.	Socio cultural trends 3.5 Marks Demand estimation research 3.5 Marks	7
OR	iii.	Motivation Research, Product Research, and Sales Control Research. 7 Marks	7
Q.5	i.	Concept testing and Brand name testing. 4 Marks	4
	ii.	Multidimensional Scaling 3 Marks Positioning and Pricing Research. 3 Marks	6
OR	iii.	Viewer Ship Surveys, Ad Tracking and Viral Marketing Research. 6 Marks (3x2)	6
Q.6	i.	Techniques of media research. 5 Marks	5
	ii.	Presentation of written research reports. 5 Marks	5
	iii.	Role of computer in research. 5 Marks	5
