

Q.1 (A) Select the most appropriate answer from the option given below. (Any Ten) 10

1. Brand \_\_\_\_ may be described as the consumer's perception of the product & the producer.  
a) Image b) Loyalty c) Brand Extension d) Name
2. A study of commercial feasibility of a product in test marketing is called \_\_\_\_ analysis.  
a) Financial b) Business c) Product d) Promotion
3. Manufacturer's initiative to conserve environment has led to adoption of \_\_\_\_ packaging.  
a) Environment b) Brown c) Green d) Disposable
4. \_\_\_\_ is a form of Market Research that attempts to discover the deep reasons why people buy.  
a) Motivation Research b) Product research  
c) Promotion research d) Advertising research
5. Promotion mix includes \_\_\_\_  
a) Publicity b) Advertising c) Sales Promotion d) All of these
6. \_\_\_\_ can be described as a systematic study of all those economic and social factors that motivate people to buy.  
a) Advertising Research b) Sales research  
c) Motivation research d) Media Research
7. \_\_\_\_ Research helps to study the problems and prospectus relating to sales activities of the company.  
a) Brand b) Sales c) Supply Chain d) Product
8. \_\_\_\_ can be used for collecting primary data from rural markets.  
a) Online Survey b) Social Media c) Email Survey d) Village Fairs
9. Global Marketing Research helps to collect \_\_\_\_ data of overseas market.  
a) Demographic b) Marketing c) Cultural Differences d) All of These
10. The respondent's right to decide for themselves how much information they will share with researcher is called Right to \_\_\_\_.  
a) Privacy b) Redress c) Information d) Safety
11. \_\_\_\_ was established in 1970 by Hindustan Thompson Associates.  
a) ORG b) IMRB c) WAM d) TAM
12. Prominent Marketing Research Organisation, NCAER stands for \_\_\_\_  
a) National Code of Applied Economic Research  
b) National Council of Applied Economic Research  
c) National Communication of Applied Economic Research  
d) National Care of Applied Economic Research

B) State whether the following statements are true or false: (Any 10)

10

1. Introduction is the last stage in a product life cycle.
2. Brand image development is an occasional process.
3. In cost plus pricing strategy the marketer considers only the cost aspect of product.

4. The channel having no intermediaries is a direct marketing channel.
5. Promotion research helps in stimulating the demand for the product in the market.
6. Most part of the promotional budget is devoted to advertising activities.
7. Sales Forecasting helps in long term business planning.
8. It is better to use local people to collect data about rural markets.
9. Global Marketing Research is essential to study cultural differences of different countries.
10. Conducting marketing research through sales department is a traditional form of organising research activities.
11. Article 6 of Code of Conduct released by ICC and ESOMAR is based on data protection and privacy.
12. ORG is specialized in conducting Retail Audit and Pharmaceutical Audit.

- Q2. Answer **any two** of the following 15
- a) What are the methods of conducting product research?
  - b) Discuss the various elements of Brand.
  - c) Explain factors influencing pricing decision of a firm.
- Q.3. Answer **any two** of the following 15
- a) What is supply chain management? Explain its components.
  - b) Explain the pre-test and post-test methods of testing advertising effectiveness.
  - c) What is motivation research? Why is motivation research important to marketers?
- Q. 4 Answer **any two** of the following 15
- a) What do you mean by Sales Analysis? Explain different methods of Sales Analysis.
  - b) Describe different features of Indian Rural Markets.
  - c) What do you mean by Global Marketing Research? Explain the need to conduct Global Marketing Research.
- Q5. Answer **any two** of the following 15
- a) Explain the merits and demerits of organising marketing research activities as a part of the sales department.
  - b) Explain the responsibility of marketing research agencies towards clients, data subjects, and the research profession.
  - c) Write a note on services offered by Indian Market Research Bureau (IMRB) and Hindustan Thompson Associates Ltd. (HTA)
- Q6 Write a short note (**Any four**) 20
- a) Product Innovation
  - b) Objectives of Advertising Research
  - c) Objectives of consumer research
  - d) Market Research
  - e) Structure of MR department
  - f) Merits of In-house M.R. Department