

Time:- 3Hours

Marks:- 100

- Note: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1 (A) Select the most appropriate answer from the below-mentioned options.

10

1. _____ is the first step in new product development
(Idea Generation, Concept Testing, Test Marketing, Business Analysis)
2. In _____ product testing method, respondents are asked to give their opinion about one product only.
(Sequential Monadic Testing, Monadic Testing, Triangle Testing, Repeated Testing)
3. _____ research helps to decide a suitable price for the product.
(Pricing, Packaging, Sales, Distribution)
4. Inventory Management is one of the components of _____.
(Advertising Research, Product Research, Supply Chain Management, Motivation Research)
5. _____ methods are conducted to test the effectiveness of the advertisement before it is shown to the target audience.
(Pre-test, Post-test, Back-test, Front test)
6. _____ research means applying psychological techniques to obtain a better understanding of consumers.
(Product, Motivation, Sales, Media)
7. _____ research helps to study the problems and prospects relating to sales activities of the company.
(Product, Sales, Supply Chain, Brand)
8. Questionnaire should be drafted in _____ language to collect data from rural markets.
(Foreign, English, Local, Global)
9. _____ research is essential for multinational companies.
(Local Market, Global Marketing, Regional Market, National Market)
10. Under _____ services, Professional Research Agencies provide end-to-end customized market research services.
(Market Audit, Syndicated Data, Field, Research)
11. _____ is called as Think Tank in Applied Economic Research.
(NCAER, ORG, HTA, IMRB)
12. In professional marketing research organisation, _____ handles data collection from respondents.
(Research Director, Financial Director, Clients Officer, Surveyors)

(B) State whether the following statements are TRUE or FALSE (Any TEN)

10

1. Product Testing and Test Marketing are similar in nature.
2. When a specific brand of the product is purchased repeatedly by consumers, it is called brand disloyalty.
3. Pricing method, BPTO stands for Brand Packaging Trade-off.
4. Promotion Research helps to create awareness of products/services.
5. Recall test is used to evaluate the effectiveness of advertisements.
6. Word Association is one of the projective techniques of collecting data from respondents.
7. Global Marketing Research helps to understand the demand of consumers in different countries.

8. Getting familiar with the lives of villagers is important in conducting rural marketing research.
9. Nowadays Indian companies are focusing on rural markets to promote sales and profitability.
10. MR as a part of the Sales Department is an economical method of organising Marketing Research activities of the company.
11. A Separate Marketing Research Department ensures in-depth and systematic research along with self-sufficiency in research work.
12. A Marketing Department based on a Product-Market structure is used by companies selling multiple products in different market areas.

Q.2 Answer **any two** of the following 15

- a) State and explain different areas of Product Research.
- b) What is Packaging Research? Explain its importance in brief.
- c) Explain factors influencing the pricing structure of a firm.

Q.3 Answer **any two** of the following 15

- a) Explain the concept and importance of Physical Distribution Research.
- b) What is meant by promotion? Discuss various elements of promotions.
- c) What is meant by Consumer Research? Explain the objectives of Consumer Research

Q.4 Answer **any two** of the following 15

- a) Explain the meaning and scope of Sales Research.
- b) Describe the features of Indian Rural Markets.
- c) State and explain various factors affecting Global Marketing Research.

Q.5 Answer **any two** of the following 15

- a) What are the factors that influence the decision on organising marketing research Activities?
- b) Explain the merits and demerits of hiring services of Professional Marketing Research Agencies.
- c) Write a note on IMRB and ORG

Q.6 Write a short note (**any FOUR**) 20

1. Test Marketing
2. Brand Research
3. Types of Distribution Channels
4. Advertising Research
5. Sources of Data for Rural Marketing Research
6. Professional Standards