

Time- 3 Hours

Marks-100

- N.B. –
1. All questions are compulsory.
 2. Figures to the right indicate marks.

Q. 1. A. Fill in the blanks with the appropriate option given in the brackets (Any Ten) 10

1. ----- is the area of Product Research.
(Product life cycle, Product design, Product modification, All of these)
2. Brand ----- means reputation of the brand in the market.
(Image, Culture, Essence, Personality)
3. ----- type of distribution channel has no intermediaries.
(Indirect, one-level, two-level, direct)
4. Advertising research includes -----
(Advertising content research, Media research, Advertising effectiveness research, All of these)
5. ----- helps in estimating future sales of the product.
(Media Research, Advertising Research, Sales Research, Supply chain research)
6. ----- is essential for multinational companies.
(Local market study, Product research, Pricing research, Global marketing research)
7. In Professional Marketing Research Agencies ----- is responsible for data collection.
(Research Director, Field Work Director, Financial Director, Client Officer)
8. ----- packaging means use of environmental friendly packing materials.
(Traditional , Green, Simple, Printed)
9. Pricing Research helps in -----
(Decide right price for the product, understand competitor's pricing, formulate pricing strategies, all of these)
10. ----- research helps to understand 'why' factor of consumer behaviour.
(Product, Motivation, Distribution, Promotion)
11. To ensure objectivity in research, it is better to take services of -----
(Separate MR Department, Professional MR Agencies, Sales Department, all of these)
12. Demand in rural markets depends on ----- production.
(Agricultural, industrial, business, foreign)

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

1. Idea Screening is the first step in new product development.
2. Product Testing and Test Marketing are same.
3. Brand research is conducted only at the time of introducing new product in the market.
4. Physical distribution is concerned with physical movement of goods from the consumer to producer.
5. Consumer Research helps to understand consumer behaviour.
6. Recall test is pre-testing method of evaluating advertising effectiveness.
7. Sales research helps in identifying better sales opportunities.
8. It is necessary to establish rapport with rural consumers in rural marketing research.
9. Global Marketing Research helps to understand the changes in the International Environment.
10. If the company needs research data on continuous basis, it is better to have own marketing research department of the company.
11. If Marketing Research works as a part of Sales Department; it denotes modern approach of research.
12. NCAER is a leading agency in applied economic research.

Q. 2 Answer the following (Any Two) (15)

- a. What is Test Marketing? Explain different methods of Test Marketing.
- b. What is Brand Research? Explain its importance.
- c. Explain the term Price Research. Discuss its importance.

Q. 3. Answer the following (Any Two) (15)

- a. What is Physical distribution research? Explain its importance.
- b. Describe various elements of promotion with examples.
- c. What is Consumer Research? Explain different methods of conducting Consumer Research.

Q. 4. Answer the following (Any Two)

(15)

- What is Sales Research? Explain its significance.
- Explain various sources of data collection for conducting rural marketing research.
- Define Global Marketing. Explain the factors influencing Global Marketing.

Q. 5. Answer the following (Any Two)

(15)

- Explain different types of structures of organizing In house Marketing Department.
- What are the merits and demerits of Professional Marketing Research Agencies?
- Write a note on services offered by Indian Marketing Research Bureau (IMRB) and Operations Research Group (ORG)

Q. 6 Write Short Notes (Any 4)

(20)

- Packaging Research
- Pre-testing methods of advertising effectiveness
- Features of Indian Rural Markets
- Professional Standards
- Product Research
- Motivation Research

मराठी भाषांतर

सूचना: सर्व प्रश्न सोडविणे अनिवार्य आहे.

प्र.क्र.01 अ] योग्य पर्याय निवडून गाळलेल्या जागा भरा (कोणत्याही दहा)

(१०)

- हा, वस्तु संशोधनाचा घटक आहे.
(वस्तु जीवन चक्र, वस्तु आराखडा, वस्तु आधुनिकीकरण, या पैकी सर्व)
- मुद्रा म्हणजे मुद्रे ची बाजारपेठेतील कीर्ती होय.
(प्रतिमा, संस्कृती, आवश्यकता, व्यक्तिमत्व)
- या प्रकारच्या वितरण साखळीत मध्यस्त नसतात.
(अप्रत्यक्ष, एकस्तरीय, द्विस्तरीय, प्रत्यक्ष)
- जाहिरात संशोधनात चा समावेश असतो.
(जाहिरात मसुदा संशोधन, माध्यम संशोधन,, जाहिरात परिणामकता संशोधन, या पैकी सर्व)