

TYB Com

Paper / Subject Code: 11137 / Marketing Research.

/ 6

13

2 ½ hours

Total Marks: 75

- N.B.: (1) All questions are compulsory.  
(2) Figures to the right side indicate full marks.

1. Answer **any two** of the following questions. 15
  - a) What is Product Research? Explain merits of Product Research.
  - b) Explain the factors affecting pricing of the product.
  - c) Explain the term Supply Chain Research and its importance.
2. Answer **any two** of the following questions. 15
  - a) Explain the scope of Sales Research.
  - b) Explain the methods of conducting Consumer Research
  - c) Which are factors contributing to the growth or rural markets? Explain it.
3. Answer **any two** of the following questions. 15
  - a) Explain in brief services provided by Outside Research Agency.
  - b) Explain the organization structure/chart of Marketing Research Department.
  - c) Write note on: Ethical Issues in Marketing Research
4. Answer **any two** of the following questions. 15
  - a) Describe the importance of On-line Marketing Research.
  - b) What is International Marketing Research? Explain its features.
  - c) Explain the scope of Industrial Marketing Research
5. (A) Rewrite the following statements with appropriate option given below. 05
  1. Product research includes \_\_\_\_\_ .
 

a) new product development	b) product modification
c) study of competitors product	d) All of these
  2. Sources of supply of raw material is a study of \_\_\_\_\_.
 

a) supply chain research	b) distribution research
c) advertising research	d) media research.
  3. \_\_\_\_\_ test is a post-testing method of evaluating advertising effectiveness.
 

a) Check list method	b) Recall
c) Sales area	d) Consumer Jury
  4. Marketing And Research Group (MARG) provides specialized services in \_\_\_\_\_.
 

a) consumer research	b) motivation research
c) market research	d) media research

5. \_\_\_\_\_ sector is one of the fastest developing sector in India.
- a) Construction
  - b) Industrial
  - c) Service
  - d) Telecom

- (B) State whether the following statements are **true** or **false**. 05
- a) Pricing is the important element of marketing mix.
  - b) PLC stands for Product Long Cycle.
  - c) Direct channel of distribution is very difficult to operate in rural markets.
  - d) Marketing research is not a part of sales department of the organization.
  - e) Social media can be used to develop brand image.

- (C) Match the following: 05

	Group 'A'		Group 'B'
1	E - Questionnaire	a	Brand loyalty
2	New Product Development	b	Scope of rural market
3	Fast Movement Consumer Goods research	c	Operation Research Group
4	Marketing Research Agency	d	Idea screening
5	Brand Research	e	Online data collection method
		f	International research agency

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