

**Paper / Subject Code: 83037 / Marketing Research Paper - II**

Time: - 03Hours

Marks:- 100

- Note: 1. All questions are compulsory.  
2. Figures to the right indicate full marks.
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Q.1 (A) Select the most appropriate answer from the option given below. (Any Ten) **10**

1. Product research is a study of aspects involved in making & \_\_\_\_ a product.  
a) Selling b) Manufacturing c) Marketing d) Packaging
2. Product is a bundle of tangible and \_\_\_\_ attributes.  
a) Intangible b) Specialized c) Physical d) Branded
3. Rising initiatives by manufacturers to reduce ecological footprint has led to adoption of \_\_\_\_ packaging  
a) Red b) Brown c) Green d) Blue
4. \_\_\_\_ is the management of all the activities involved in procurement of raw materials, production and distribution of finished goods to customers.  
a) Supply Chain Management b) Production Management  
c) Financial Management d) Emotional Management
5. \_\_\_\_ is a post-testing method of testing advertising effectiveness.  
a) Check-list Method b) Recall test c) Consumers Jury Test  
d) Sales Area Test
6. In \_\_\_\_ distribution channel, goods are supplied from producer to customers directly without involvement of intermediaries.  
a) Three Level b) Direct Marketing c) Indirect Marketing d) Four Level
7. Under \_\_\_\_ services, Professional Marketing Research Agencies continuously collect data on various marketing areas and supplies it against payment.  
a) Retail b) Professional Services c) Product Distributor d) Field
8. Indian Rural Markets are \_\_\_\_ over more than 5 lakh villages.  
a) Scattered b) Concentrated c) Divided d) Seasonal
9. \_\_\_\_ tries to find out the possible causes related to sales.  
a) Product research b) Advertising Research c) Sales Research  
d) Price research
10. Sales forecasting is a branch of \_\_\_\_  
a) Consumer research b) Sales research c) Sales Analysis  
d) Advertising research
11. NCAER stands for National \_\_\_\_ of Applied Economic Research  
a) Council b) Committee c) Center d) Club
12. Under \_\_\_\_ services, professional research agencies collect primary data through various methods of data collection on behalf of clients.

- a) Syndicated Data b) Field c) CRM d) Market Audit

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

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1. B2C distribution channel describes business transactions between manufacturer and consumer.
2. Product research is limited only to domestic market and products.
3. In penetration price strategy low prices are charged during introductory stage.
4. Motivation Research is a part of Consumer Research.
5. Supply Chain Management and Physical Distribution are synonymous terms.
6. Focus Group interview is the most popular method of conducting consumer research.
7. Indian rural market are homogeneous in nature
8. Sales Analysis by Territory is a method of market research
9. Rural consumers are not price sensitive
10. Services of advertising agencies for marketing research is costlier than conducting it with regular employees.
11. Professional Marketing Research Agencies should disclose the research findings to the competitive business firms of the client.
12. Marketing Research Agencies should force the respondents to provide data for research.

Q2. Answer **any two** of the following

15

- a) What are methods used for conduct of product research?
- b) What are the components of a brand?
- c) What is price research and significance of conducting price research?

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

15

- a) What do you mean by Physical Distribution Research? Explain its importance in brief.
- b) Explain the concept and different elements of Promotion.
- c) What is meant by Consumer Research? Explain the objectives of Consumer Research.

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

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- a) What is sales research? Explain its significance.
- b) Describe the features of rural marketing research.
- c) What is global marketing research?. Explain the factors affecting global marketing research.

Q5. 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) State and explain the activities of any two prominent marketing research agencies.



Q6 Write a short note (Any four)

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- a) Areas/Scope of Product Research
- b) Brand Research
- c) Distribution Channel Research
- d) Consumer Research
- e) In-house Marketing Research Dept.
- f) Features of Indian Rural Market

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