

330

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Q.P.Code: 32521

[Time: 2½ Hours]

[Marks: 75]

NB:

1. ALL QUESTIONS ARE COMPULSORY
2. FIGURES ON RIGHT SIDE INDICATE FULL MARKS.

- Q1. Answer the following questions (any two) 15
- (a) Explain the scope of Product Research?
  - (b) Briefly describe any four methods of Pricing.
  - (c) Explain types of Sales Promotion tools. What are the uses of Sales Promotion Research?
- Q2. Answer the following questions (any two) 15
- (a) What are the benefits of Consumer Research?
  - (b) What are the areas of Sales Research?
  - (c) Explain the factors that affect the growth of rural markets.
- Q3. Answer the following questions (any two) 15
- (a) What are the issues in organizing Marketing Research?
  - (b) What are the ethical issues relating to respondents, clients, and research firms?
  - (c) Evaluate organization of Marketing Research activities as a part of Sales department.
- Q4. Answer the following questions (any two) 15
- (a) Explain in brief online Marketing Research.
  - (b) Explain the scope of Industrial Marketing Research?
  - (c) Explain the functions of Financial Market Research?
- Q5. (A) Rewrite the following statements with appropriate option 5
- (a) Product Research is a study of aspects involved in making and \_\_\_\_\_ a product.  
(selling/manufacturing/marketing/packaging)
  - (b) B2B distribution channel describes business transactions between manufacturer and \_\_\_\_\_  
(wholesaler/ customer/ target market/ advertiser)
  - (c) Professional agencies are unsuitable for \_\_\_\_\_ types of problem.  
(complex/ specialised/ routine/ none of the above)
  - (d) \_\_\_\_\_ provides both Urban and Rural Market Index.  
(HTA/ ORG/ IMRB/ NCAER)
  - (e) \_\_\_\_\_ market is used to finance huge projects and long term investment.  
(Capital/ International/ Domestic/ Interbank)
- Q5. (B) State whether the following statements are TRUE or FALSE. 5
- (a) Brand Research is avoided when brand loses its image.
  - (b) Creation of Marketing Research department helps in maintaining secrecy of future marketing plans.
  - (c) Product is a bundle of tangible and intangible attributes.
  - (d) Industrial Marketing Research is undertaken less frequently as compared to Consumer Marketing Research.
  - (e) Motivation Research is a branch of Media Research.

Turn Over



Q5. (C) Match the following

Group A

- (a) Financial Market Research
- (b) Online Marketing Research
- (c) MARG
- (d) Consumer Research
- (e) Advertising Research

Group B

- (i) E-questionnaire
- (ii) Demographic data
- (iii) Effective communication
- (iv) Right investments
- (v) Professional agency
- (vi) Rural Market

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Turn Over