

[Time: 2^{1/2} Hours]

[Marks:75]

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

Q.1 Answer the following questions (any two)

15

- a) Describe the stages involved in new product development process.
b) What is price research? Explain its need/importance.
c) What is advertising research? Explain the areas covered by advertising research.

Q.2 Answer the following questions (any two)

15

- a) What is sales analysis? Explain the methods used for sales analysis.
b) What are the benefits of conducting consumer research?
c) Explain factors contributing to the growth of rural markets.

Q.3 Answer the following questions (any two)

15

- a) Explain in short various methods used for organizing marketing research department.
b) What are the merits of conducting marketing research by using the services of professional agencies?
c) Write a note on 'Professional Ethics in Marketing Research'.

Q.4 Answer the following questions (any two)

15

- a) Explain the benefits of conducting online marketing research.
b) Explain the role of marketing research in service marketing.
c) What are the features of international marketing?

Q.5 A) Rewrite the following statements with appropriate option given below.

05

- a) _____ is an integral part of the product research.
(Packaging Research, Promotion Research, Consumer Research, Distribution Research)
- b) The objective of _____ pricing strategy is to generate higher profits by charging high price.
(skimming the cream, penetration, break Even, differentiated)
- c) Rural demand is linked to _____.
(agriculture, industry, business, commerce)
- d) _____ provides separate identity to the product.
(Packing, Branding, Advertising, Logo)
- e) In _____ market, financial securities like stocks and bonds are traded.
(capital, bond, money, retail)

17

Q.P. Code :03494

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

05

- a) Brand image cannot be developed overnight.
- b) Motivation research tries to explain the 'why' of consumer behavior.
- c) Indian Rural Markets are scattered in nature,
- d) Service marketing is more challenging than goods marketing.
- e) Industrial marketing is also called as B2B.

C) Match the following:

05

Group 'A'

Group 'B'

- a) Product Innovation
- b) Break even pricing
- c) Recall test
- d) Consumer Jury Test
- e) Cost plus pricing

- i) No profit no loss.
- ii) Post Testing Method.
- iii) New or Improved product
- iv) Costs + profit margin
- v) Return on Investment.
- vi) Pre - Testing method.