

TU B Com vi / Marketing Research

Q.P. Code :03496

[Time: 2 ½ hour]

[Marks: 75]

Please check whether you have got the right question paper.

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

- Q.1 Answer the following questions (any two) 15
- a What are the areas covered by product research?
 - b What is distribution research? Explain its significance.
 - c What are various pre-testing methods of testing advertising effectiveness?
- Q.2 Answer the following question (any two) 15
- a What is market research? What are it's benefits?
 - b What is consumer research? Distinguish between consumer research and motivation research.
 - c Explain the features of rural markets in India
- Q.3 Answer the following questions (any two) 15
- a Explain the factors considered in organizing marketing research department.
 - b What are merits and demerits of conducting marketing research by separate marketing research department?
 - c What are the services provided by professional research agencies?
- Q.4 Answer the following questions(any two) 15
- a What are the benefits of Internet marketing?
 - b Describe the features of service marketing.
 - c What are the areas covered in international marketing research?
- Q.5 A) Rewrite the following statements with appropriate option given below. 05
- a) Productmeans creating image of the product in the consumer's mind.
(positioning, branding, packaging, testing)
 - b) The objective of Pricing strategy is to generate higher profits by charging high price.
(skimming the cream, penetration pricing, break even, differentiated)
 - c)helps in estimating potential demand for new product.
(Sales research, Advertising research, Media research, Product research)
 - d) A..... market acts like a middleman between investor and borrower
(financial, international, retail, wholesale)
 - e)basically indicates the channel of distribution of a company.
(Supply chain, Logistics, BPO, KPO)

B State whether the following statements are true or false.

05

- a) Brand image is the present view of the customers about a product.
- b) Free samples are examples of sales promotion.
- c) It is ethical to conduct repeat interviews of the same respondent.
- d) Online survey helps to get quick response about a product.
- e) The objective of media research is to reach maximum people at minimum cost.

C Match the following

05

Group 'A'

Group 'B'

- | | |
|---------------------------|-------------------------------------|
| a) Industrial Marketing | j) Use of Facebook |
| b) Service | ii) media research |
| c) Social media Marketing | iii) limited no of buyers |
| d) Internet Marketing | iv) Travel & Tourism |
| e) Test Marketing | v) consumer response to new product |
| | vi) online marketing |