

Time:- 03Hours

Marks:- 100

Note:1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1.(A) Select the most appropriate answer from the option given below. (Any Ten)

10

1. _____ is a process of filtering the alternative product ideas and selecting the best idea for new product development.
(Test Marketing, Idea Generation, Idea Screening, Concept Testing)
2. Brand _____ refers to perception or reputation of the brand in the minds of customers.
(Culture, Image, Identity, Personality)
3. _____ is an external factor affecting pricing decisions.
(Corporate Image, Product Life Cycle, Competition, Cost)
4. In _____ distribution channels, company distribute the goods to customers directly without involvement of middlemen.
(Zero level, One level, Two level, Three level).
5. Studying the use and efficacy of different media is one of areas of _____ research.
(Product, Advertising, Sales, Packaging)
6. _____ research studies the demographic and psychographic information of customers.
(Sales, Consumer, Packaging, Product)
7. Indian rural customers have _____ outlook.
(Modern, Brand-Conscious, Broad-Minded, Traditional)
8. _____ is a critical evaluation of past and present sales performance of the company to identify areas of shortcomings and success.
(Sales Forecasting, Sales Analysis, Market Research, Sales Predict)
9. International Trade Policies largely affects marketing of goods and services in _____ market.
(Local, Regional, Global, Domestic)
10. _____ is a leading Marketing Research Agency in Applied Economic Research.
(ORG, Nielsen, HTA, NCAER)
11. Under _____ services, Professional Research Agencies provide end-to end customized market research services.
(Field, Syndicated, Research, Market Audit)
12. _____ marketing department structure is used by companies selling goods at national and international level.
(Brand, Product, Functional, Geographic)

B. State whether the following statements are TRUE or FALSE (Any Ten) 10

1. Test Marketing helps to avoid failure of new product in the market.
2. Brand Research helps to evaluate popularity of company's brand as compared to competitors' brand.
3. Pricing method-BPTO, stands for Brand Packaging Trade-off.
4. Promotion research involves evaluating effectiveness of advertisements only.
5. Supply Chain Management and Physical Distribution are similar concepts.
6. Focus Group Interview is one of the methods of Consumer Research.
7. Indian Rural Markets are large and scattered.
8. Under Jury method of Sales Forecasting, salesmen are involved in forecasting future sales of the company.
9. Management attitude largely affects the entry of an organisation in International Market.
10. Company should hire professional marketing agencies for complex research projects requiring trained staff and specialised services.
11. In-house Marketing Department suffers from the problem of undue interference by Top Management.
12. HTA provides valuable data about rural and urban markets.

Q.2 Answer Any Two of the following 15

- a) Explain the concept and areas of Product Research
- b) What do you mean by Packaging Research? Explain its importance in brief.
- c) Briefly explain importance of Pricing Research.

Q.3 Answer Any Two of the following 15

- a) Explain the meaning and components of Supply Chain Management.
- b) What are the pre and post test methods of testing effectiveness of advertisements?
- c) Explain the concept and significance of Motivation Research.

Q.4 Answer Any Two of the following 15

- a) Describe the meaning and significance of Sales Research.
- b) What do you mean by Rural Marketing Research? Explain the Do's and Don'ts in Rural Marketing Research.
- c) Briefly explain the meaning and need for Global Marketing Research.

Q.5 Answer Any Two of the following 15

- a) Describe the merits and demerits of separate Marketing Research Department.
- b) Write a descriptive note on professional standards with reference to Marketing Research.
- c) Explain the services offered by ORG and IMRB

Q.6 Write a short notes (Any Four) 20

- a) Product Testing
- b) Elements of Promotion
- c) Importance of Physical Distribution Research
- d) Sources of Data for Rural Marketing Research
- e) Nielsen marketing research agency
- f) Marketing Research as a part of Sales Department