

[Time: 2½ Hours]

[Marks: 75]

NB: - All questions are compulsory.

Figures to the right indicate full marks.

Q.1 Answer the following questions. (Any 2)

(15)

- Explain the methods of conducting Product Research.
- What are the various methods of pricing.
- Explain the various tools of sales promotion.

Q.2 Answer the following questions. (Any 2)

(15)

- Explain the features and importance of sales forecasting.
- Describe the need and importance of Consumer Research.
- Explain the various factors contributing to the growth of Rural Markets.

Q.3 Answer the following questions. (Any 2)

(15)

- Briefly explain the various factors influencing, organising Marketing Research Department inside the firm or through outside agencies.
- What are the merits and demerits of an in house Marketing Research Department.
- Explain the role of advertising agencies in Marketing Research.

Q.4 Answer the following questions. (Any 2)

(15)

- What are the benefits of online Marketing Research?
- Describe advantages of Social Media Marketing?
- Explain the role of Marketing Research in Service Marketing.

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

(05)

- Brand Research is an important area of _____.
 - Brand image
 - Brand survey
 - Product research
 - Branding
- Sales Research is a wider concept and includes _____.
 - Sales forecasting
 - Sales turnover
 - Sales territory evaluation
 - All of these.

3. Indian rural markets are _____.
- a. Homogeneous
 - b. Heterogeneous
 - c. Concentrated
 - d. Reachable
4. To ensure unbiased analysis of data, it is better to use the services of _____ research agency.
- a. Inside
 - b. Outside
 - c. Research department
 - d. All of these
5. Internet Marketing is also known as _____.
- a. Online marketing
 - b. Digital marketing
 - c. Electronic marketing
 - d. All of these

Q.5 B. State whether the following statements are true or false. (05)

1. Logistics indicates the channel of distribution of a company.
2. Sales analysis includes marketing research.
3. There is no correlation between harvest season and purchases in rural markets.
4. Marketing research is a luxury to small firms and necessity to big firms.
5. International Marketing is also called as Global Marketing.

Q.5 C. Match the following (05)

- | Group A | Group B |
|-----------------------|--------------------------|
| a. Packaging | (i) Scattered market |
| b. Sales forecasting | (ii) Service marketing |
| c. Rural market | (iii) Advertising agency |
| d. Path finders India | (iv) Future Sales |
| e. Event Marketing | (v) Convenient handling |
| | (vi) Prospects Research |
| | (vii) Order processing |