Paper / Subject Code: 27422 / Advertising: Discipline Related Generic: Advertising & Marketing Research

07/12/22

Time :- 2 ½ hours   Marks:- 75

Note:-

1) All questions are compulsory.

2) Figures on the right indicate marks.

3) Calculators are allowed.

Q. 1 Case study

a. "Learning Craft" is an e-learning application focussing on skill-based programs for youth associated with National Skill Development Corporation (NSDC). They are launching new courses, especially short-term certificate courses with internship cum job after the completion of the course. They have expansion plans targeting second-tier cities in India. As a researcher suggest appropriate research design, sampling method, and research process to facilitate the expansion plan of "Learning Craft" application.   **(10)**

b. A survey on the heights (in cm) of 50 boys of class FYBAMMC was conducted at a college and the following data were obtained. Find the Mean, Median, Mode and range of the above data.   **(5)**

Height (in cm)	120-130	130-140	140-150	150-160	160-170	Total
No of boys	2	8	12	20	8	50

OR

c. Driving or riding in a vehicle in India is becoming dangerous as a result of the country's growing population and rising vehicle fleet. The number of traffic accidents in India is alarmingly high, especially in Maharashtra. Design a questionnaire to understand people's awareness of Rules of road regulation and guidelines to be followed while driving a vehicle.   **(8)**

d. "Smartphone addiction as an emerging behavioural form of addiction among teens in India". Write a report analyzing the validity of the statement.   **(7)**

Q.2 Answer the following:-

a. Discuss Observation as a primary data collection method.   **(8)**

b. What is pricing research and explain the measures of pricing research?   **(7)**

OR

c. Discuss the various physiological testing methods used in advertising research. (8)

d. What are measures used in post-testing? (7)

Q.3 Answer the following:-

a. What are the challenges faced in pre-testing in advertising research? (8)

b. Explain the various methods of conducting product testing? (7)

OR

c. Describe projective techniques and its implication in research process. (8)

d. What is copy research and explain various methods used under copy research? (7)

Q.4 Answer the following:-

a. "Non-probability sampling is method of selecting sample on basis of subjective judgment rather than random selection", explain the statement and types of methods used under non-probability sampling. (8)

b. What is research report writing and elaborate the components included in research report? (7)

OR

c. What are the guidelines for formulating a good questionnaire and describe types of questions that can be incorporated in the questionnaire? (8)

d. What is research design and elaborate on types of research design? (7)

Q.5 Short notes: - (Any three) (15)

a. Literature Review.

b. Experimental Research.

c. Types of Hypotheses.

d. Qualitative Vs Quantitative Research.

e. Primary Research.