

TYBmm sem VI Reg & A.T.K.T Exam April 2018
 Advt. & Mkt. Research.

Q. P. Code: 34938

2.5 hrs
 N.B.

18/4/18

Marks: 75



1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the questions in the sequence given in the question paper

Q1. a). CASE STUDY

(15)

A telecom sector wants to launch in Rural India their products. Formulate and advice an appropriate Research Design and suggest suitable Sampling Method for this service to be a profitable commercial venture. Explain the research process.

OR

b). Answer the following:

- i. Design a questionnaire for a company to find out the response of Plastic Ban by government. (8)
- ii. "Social Media engulfs Family time." Write a report analyzing the validity of the statement. (7)

Q2). Answer the following:

- a) Discuss the importance of Neuroscience in advertising research. (8)
- b) Explain various Physiological Testing methods. (7)

OR

- c) Discuss Copy Testing Process and various methods of copy testing. (8)
- d) Explain the various methods of conducting product research. (7)

Q3). Answer the following:

- a) What are the various methods of Pre-Testing? (8)
- b) Write a note on importance of Marketing Research. (7)

OR

- c) Discuss any three Scaling Techniques. (8)
- d) Discuss the various Projective Techniques used in the Research process. (7)

Q4) Answer the following:

- a) Explain various methods of Branding research. (8)
- b) Explain the challenges to Pre-Testing of advertisement. (7)

OR

- c) Explain what Primary Research? Discuss various methods of primary research. (8)
- d) Discuss Pricing Research methods. (7)

Q5) Explain Any 3 of the following. (15)

- a) Quantitative and Qualitative Research
- b) Literature Review.
- c) Copy research
- d) Hypothesis
- e) Post Testing Methods.