

1514119.

[Time: 2½ Hours]

[Marks:75]



- N.B: 1. All Questions are compulsory
2. Figures to the right indicates full marks.

1. a) An international sports equipment and accessories brand is trying to widen it's market in India by focusing mainly the youth. Suggest an appropriate research design and sampling method to facilitate their expansion plans. Explain the entire research process. 15
- OR**
- b) (i) Design a questionnaire for the launch of "Ola Restrooms". 8
(ii) "Online streaming is eventually killing the single screening theatres" Write a report analyzing the validity of the statement 7
2. a) Define Marketing Research? Point out the need and importance of marketing research 8
b) Explain the various method for conducting Pricing research 7
- OR**
2. a) What are the various ways to conduct copy research? 8
b) Write a detailed note on product research 7
3. a) Discuss any four methods of attitude measurements. 8
b) What are the various projective technique used in marketing research? 7
- OR**
3. a) Write a note on physiological testing 8
b) Elaborate Qualitative and Quantitative research with suitable example? 7
4. a) What are the various Pre-testing methods 8
b) Enumerate the role of neuroscience in advertising research 7
- OR**
4. a) What is Sampling? Elaborate probability sampling method 8
b) Write a detailed note on Branding research 7
5. Explain Any 3 of the following 15
a) Hypothesis
b) Exploratory research
c) Focus group
d) Variables
e) Post testing
