

**MS - 66**

**Management Programme (MP) / Post Graduate Diploma in Marketing  
Management (PGDMM)**

**ASSIGNMENT  
For  
July 2023 and January 2024 Sessions**

**MS - 66: Marketing Research**

**(Last date of submission for July 2023 session is 31<sup>st</sup> October, 2023  
and for January 2024 sessions is 30<sup>th</sup> April, 2024)**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 66</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing Research</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 66/TMA/JULY/2023</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31<sup>st</sup> October, 2023 and for January 2024 sessions is 30<sup>th</sup> April, 2024.**

1. Indicate whether marketing research is relevant to each of the following organizations and if so, how each might benefit from it.
  - a) A Retail Shop
  - b) A BANK
2. What sort of marketing information can be collected with the help of a questionnaire? Explain the meaning of open-ended and closed-ended questions.
3. Describe in brief the importance of editing, coding, classification, tabulation and presentation of data in the context of research study.
4. Describe some marketing research problems that you feel may be amenable to conjoint analysis and explain how you would use conjoint analysis in these situations.
5. Suppose you are the marketing manager of a newly established electronic industry interested in manufacturing Televisions (TVs). How would you go about assessing the present demand for TVs in the country and the forecast for the next five years?