MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

MS-66 : MARKETING RESEARCH

Time : 3 hours

*Maximum Marks : **100***

(Weightage 70%)

Note : (i) Attempt **any three** questions from **Section-A**.

(ii) **Section-B** is **compulsory**.

(iii) **All** questions carry **equal** marks.

SECTION - A

1. What is Research Design ? With an example each, explain the various kinds of Research Designs that can be used in Marketing Research.

2. The management of a leading department store has approached you with a problem of decrease in footfalls in its store. As a consultant you are required to develop a "Marketing Research Proposal" clearly giving the stages in the Marketing Research process for this case.

3. What is the relevance of Projective Techniques in data collection for Marketing Research ? With examples, explain the various kinds of Projective Techniques used in Marketing Research.

4. Write short notes on **any three** of the following :
   (a) Semantic Differential Scale
   (b) Non Probability Sampling techniques
   (c) Factors affecting the validity of an experiment
   (d) Discriminant analysis
   (e) Graphical presentation of data

SECTION - B

5. An FMCG company has recently launched a SOYA MILK based drink in ready-to-consume packs. It is available in 200 mL and 1 lt tetrapack and is positioned on the health platform. The company wants to commission a research to determine initial consumer trial and perception and opinion about the product.

   Using appropriate scales, develop a questionnaire that could be used for this research. (The questionnaire would be administered personally and take about 10-15 minutes to administer)