

MMPM-006

Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration(Marketing Management) (MBAMM)/ Post Graduate Diploma in Marketing Management (PGDIMM)/Post Graduate Diploma in Services Management (PGDISM)

ASSIGNMENT

For

January 2024 and July 2024 Sessions

MMPM-006: MARKETING RESEARCH

(Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 sessions is 31st October, 2024)



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

ASSIGNMENT

Course Code	:	MMPM-006
Course Title	:	Marketing Research
Assignment Code	:	MMPM-006/TMA/JAN/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. Discuss the role of new technologies in marketing research.
2. Discuss the main sources of primary and secondary data used in marketing research.
3. Data about a firm's advertising expenditure and the corresponding sales figure over a period of five months are given in the following table.

Month	1	2	3	4	5
Advertising Expenditure (Thousand Rupees)	8	9	8	9	10
Sales (Thousand Rupees)	12	13	14	15	16

Estimate the linear regression of sales on the advertising expenditure and Hypothesis Testing interpret the results

4. What are the areas of application of big data in marketing research? Discuss.
5. **Write short notes on following:**
 - a) importance of research design
 - b) Conjoint analysis
 - c) Logistic Regression analysis