Questions:
(a) Suggest a suitable research design.
(b) What type of information are required to evaluate the test market reaction?
(c) Develop a rough questionnaire.

MBMM 3002

Third Semester
Marketing
MARKETING RESEARCH (2012–2013 Batch onwards)

Time: Three hours Maximum: 100 marks

SECTION A — (5 x 6 = 30 marks)

Answer any FIVE questions.

1. What are the uses of marketing research in decision making?

2. What are the various process of marketing research?

3. Explain the methods of sample surveys.

4. What are the methods of measurement in marketing research?

5. What are the methods of collection of secondary data?
After 2 weeks of introduction, a survey was arranged to examine the feedback of the customers. The data collected was then used to decide on the future actions. Marketing manager thought that it would be appropriate to use the sales of the product to decide on the future actions. Initially, the performance was not as expected, but after 2 weeks, the manager decided to test the product for a period of 12 to 25 days. This was based on the initial feedback and the company's previous experience.

The marketing manager and product manager had a case study:

Company, Compostory

SECTION C — (1 x 20 = 20 marks)

17. Describe the marketing research instruments.
16. Research.
13. Explain briefly the elements of advertising.
12. Explain the general guidelines followed.
11. Distinctive marketing research from marketing.
10. Explain the factors determining sample size and sampling errors.
9. Explain the probability and non-probability.
8. What are the research methods used for primary data collection?
7. What are the areas of market research design?
6. What is the importance of advertising and sales promotion research?