

Seat
No.

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आभास - 079

308 - SPECIALIZATION (MINOR - I) 438 B

**Marketing Management
(Marketing Research)**

P. Pages : 1

Time : Three Hours

Max. Marks : 60

Instructions to Candidates :

1. Do not write anything on question paper except Seat No.
2. Answersheet should be written with blue ink only. Graph or diagram should be drawn with the same pen being used for writing paper or black HB pencil.
3. Students should note, no supplement will be provided.
4. Answer **any three** from section I & **any two** from Section - II.
5. Every question carries equal marks.
6. Figures to the right indicates full marks.

SECTION - I

1. How researcher collects data explain with suitable examples. **12**
2. Explain 'concept testing' with respect to ABC water purifier company. **12**
3. Give a brief note on types of market survey with suitable example of Indian Automobile sector. **12**
4. Define the ethics in Marketing Research. **12**
5. Explain the obstacles occurred in Rural Marketing research with the ideal solutions to overcome them. **12**

SECTION - II

6. Explain types of sampling methods. **12**
7. Explain expert Marketing Research with reference to launching of cosmetic product in Asia Pacific. **12**
8. Write a short note **any three**. **12**
 - a) Questionnaire
 - b) Sources of secondary Data
 - c) Consumer satisfaction survey
 - d) Business Research & its application.
