Subject	Marketing Research & Analytics		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	31.10.2015

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

You have been assigned the task of measuring the brand loyalty at a Hypercity store. Design a suitable questionnaire to measure the same.

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
Write short notes on:
a) Concept testing
b) Copy Testing
c) Likert Scales

Q3) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) What is a data warehouse?
b) Explain the term Data Mining
c) What is a heat map? How is it useful in data analysis?

Q4) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) Discuss the role of focus groups in attitudinal research.
b) Describe the role of a moderator in a focus group.
c) What is a campaign tracking research?

Q5) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) What is data visualization? How is it helpful in analysis?
b) Draw graphical representations of r = -1; r = 0; r = .45; r = 1; r = .8
c) What is cross tabulation? How is it helpful in data analysis?

Q6) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) Draw a right skewed and a left skewed distribution. Indicate the expected mean on the curve.
b) What is the role of big data in modern-day data analytics?
c) How would you choose the right sample for a focus group to analyze the effectiveness of a new print ad for Camlin stationery?

Q7) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

a) What do you mean by observatory based research? Explain with an example.
b) What is stratified random sampling? Elucidate.
c) How important is secondary research in today's context where Google is almost everywhere? List 3 Google tools which help you effectively utilize available data.