

MRA 03

Market Research Application

Roll No. :

Total no. of Questions : See Notes below.

Total No. of Printed Pages : 2

Total Duration Sections (Hours) : 2

Maximum Marks : 30

Notes:

1. There are seven questions in all. Attempt all seven.
2. Questions numbered 1 to 6 carry Four marks each. Where there are sub-questions a & b, each of a & b carry equal marks (TWO marks each).
3. In Question number 7, attempt any three sub-questions, each of which carries Two marks.

Q1 a What is Marketing Research? Is it the same as Market Research? Explain.
b Can Marketing Research contribute value to the Marketing Planning Process? Explain in depth.

Q2 a What are the various factors one should consider when deciding whether to go in for Marketing Research?
b Which specific Research approaches will you use in Skimming pricing research and Penetration pricing research? Why?

Q3 You are the research director for a large chemical company. Recent research indicates that many of your customers are misusing one of your company's principal products. There is no danger resulting from this misuse, though customers are wasting money by using too much of the product at a time.
You are shown the new advertising campaign by the advertising agency. The ads not only ignore the issue of overuse, they actually seem to endorse it.
What action would you take? Justify.

Q4 a Distinguish clearly between cluster analysis, factor analysis and multidimensional scaling.

b What is Multivariate data analysis? Illustrate using a diagram.

Q5 a What is Discriminant Analysis? Explain its objectives in detail.

b What is Test Marketing? Illustrate its merits & limitations

Q6 Write in detail on the importance of On-line marketing Research and the various issues involved therein.

Q7 Write short notes on any three of the following seven topics.

1 The importance of Marketing Research in Marketing Strategy formulation

2 Ethics in Marketing Research

3 Blind Use Tests

4 Assumptions in Conjoint Analysis

5 Advertising Effectiveness

6 Oral Presentations

7 Emerging applications of Marketing Research