Program:	**S.Y.B.Com (MS)**	**Semester:**	**III**	**Program Code:**	**UGMS02**
Course:	**Marketing Research**			**Course Code:**	**NUMS302**
Duration:	**2 Hours**	**Examination Pattern:**	**NEP-Autonomous- External**	**Max. Marks:**	**60**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL(Knowledge Level).

Examination:

REGULAR

Q. 1		**Attempt the following.**				**[15]**	**CO's**	**KL's**
	(A)	**Fill in the blanks with an appropriate answer from the alternatives given.**				**[08]**		
		I	Buying habits, usage patterns and brand loyalty are a part of _____ under scope of Consumer Research.				CO1, CO2, CO3, CO4	L1
			a.	Market Segmentation	**b.**	Consumer Behaviour		
			c.	Competitive Analysis	**d.**	Consumer Perception		
		II	Reviewing journals is _____ method of data collection.					
			a.	primary	**b.**	secondary		
			c.	oral	**d.**	written		
		III	A good research design should be _____ so that it can allow adaptation and discovery as new insights emerge.					
			a.	Flexible	**b.**	Confidential		
			c.	Objective	**d.**	Practical		
		IV	Which of the following is NOT a primary source of data in marketing research?					
			a.	Survey	**b.**	Interview		
			c.	Focus group	**d.**	Published article		
		V	_____ technique of sampling is a non-probability type of sampling.					
			a.	Snowball	**b.**	Simple random		
			c.	Systematic	**d.**	Cluster		
		VI	Open-ended questions in consumer research provide what kind of data?					
			a.	Numerical	**b.**	Quantitative		
			c.	Structured	**d.**	Qualitative		
		VII	Bibliography is included in the _____ of the report.					
			a.	main body	**b.**	concluding part		
			c.	introductory stage	**d.**	data analysis		

		VIII	The overall plan or strategy adopted to select the sample from the population is referred to as _____						
			a.	Sample Size	b.	Sampling Frame			
			c.	Sampling Design	d.	Research Method			
	(B)	**State whether the following statements are true or false.**					[07]	CO's	KL's
		I	Marketing research is conducted to evaluate inventory cost.					CO1, CO2, CO3, CO4	L1
		II	Quantitative data is usually collected through surveys with rating scales.						
		III	Researchers should respect respondents' decisions to decline further participation.						
		IV	Marketing research is said to be basic in nature.						
		V	Biased sampling can result in misleading research findings.						
		VI	Non-responsiveness of respondents cannot affect the accuracy of research findings.						
		VII	Using someone else's research findings without proper acknowledgment is acceptable if the information is useful.						
Q. 2		**Attempt the following.**					[15]	CO's	KL's
	A	Illustrate the concepts under Sampling Design with suitable examples- sample frame, sample unit, sample size, sampling techniques.					[08]	CO3	L3
	B	Describe how technology can be integrated into Data Collection.					[07]	CO4	L2
		OR							
	P	Illustrate with the help of suitable examples the types of Sampling Errors.					[08]	CO3	L3
	Q	Explain the various methods of data collection that can be implemented in a research study.					[07]	CO4	L2
Q. 3		**Attempt the following.**					[15]	CO's	KL's
	A	Analyze the elements of a Marketing Research Proposal.					[08]	CO2	L4
	B	Evaluate the ethical issues commonly encountered in marketing research and suggest appropriate solutions.					[07]	CO1	L5
		OR							
	P	Examine the scope of Consumer Research.					[08]	CO2	L4
	Q	Critically evaluate the limitations of Marketing Research in detail.					[07]	CO1	L5
Q. 4		**Attempt the following.**					[15]	CO's	KL's
	A	A sports shoe company, FitStep, is launching a new range of running shoes for college students. Before the launch, they want to conduct a survey to identify student preferences related to price, comfort, durability, and style.						CO3, CO4	L6

	1.	Design a survey with five questions (4 closed-ended and 1 open-ended).	[05]		
	2.	Formulate a research plan suggesting the Sampling Frame, Sampling Method and Sample Size.	[05]		
	3.	Draft 2 research objectives.	[05]		

-- X - - X--