Program:	**T.Y.B.AMMC**	**Semester:** **V**	**Program Code:** **UGMMC01**
Course:	**Advertising & Marketing Research**		**Course Code:** **NUMM502**

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 Case Study:**	[15]	CO's	KL's
	(a)	Tata Consumer has acquired Bisleri, a brand of bottled water, from Bisleri International owner Ramesh Chauhan. Tata consumer intends to launch a new 360-degree integrated campaign, to reinforce consumers' trust and raise awareness about the quality of stringent hygiene protocols in bottling Bisleri water. As a researcher, suggest an appropriate research design, sampling method and research process.	(15)	CO4	L5
		OR			
	(b)	Design a questionnaire for a pre-launch survey of Maruti Suzuki Electric Vehicle (₹10–₹15 lakhs range).	(8)	CO4	L6
	(c)	"Web series is a threat to television viewership". Write a report analyzing the validity of the statement.	(7)	CO4	L5
Q. 2		**Attempt either A and B or C and D from the following:**	[15]	CO's	KL's
	(a)	What is pricing research and explain the measures of pricing research?	(8)	CO4	L2
	(b)	" Research is a systematic process which involves several steps". Explain the given statement.	(7)	CO3	L2
		OR			
	(c)	Compare and contrast descriptive, exploratory, and causal research designs with suitable examples.	(8)	CO2	L4
	(d)	What are attitude-measuring scales? Name the different types of attitude-measuring scales used in quantitative research.	(7)	CO2	L1
Q. 3		**Attempt either A and B or C and D from the following:**	[15]	CO's	KL's
	(a)	Analyze the role of qualitative interviews and focus groups in advertising research.	(8)	CO2	L4
	(b)	Explain different types of primary data collection methods available to a researcher.	(7)	CO2	L2
		OR			
	(c)	Differentiate between pre-testing and post-testing in advertising research.	(8)	CO4	L4

	(d)	What are the essential components of a research report? Explain the structure and importance of each section.	(7)	CO3	L2
Q. 4		**Short Notes (any three out of five) (5 marks each)**	[15]	CO's	KL's
	(a)	Literature Review		CO1	L2
	(b)	Experimental research		CO2	L2
	(c)	Snowball Sampling		CO2	L2
	(d)	Projective Techniques in Qualitative Research		CO2	L2
	(e)	Post Testing Methods		CO4	L2

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