

Time:- 2 ½ hours

Marks:- 75

Note:-

- i. All questions are compulsory
- ii. Figures on the right indicate marks

Q. 1 Case study

- a. Nilgiris a popular departmental store down south that wishes to expand its business across India. The extension would prove to be a good opportunity for many small scale south brands manufacturing FMCG products to upscale their businesses at the national level. As a researcher, suggest appropriate research design, sampling method, and research process to facilitate their expansion plan (10)
- b. Compute Mean, Median, Mode and Range for the following data. (5)
10, 20, 15, 30, 20, 40, 50, 55, 20

OR

- c. Air Pollution in Mumbai is increasing on an alarming scale. Due to the alarming increase in vehicle fleets on roads and high industrial air emissions, the Air Quality Index (AQI) is deteriorating. Design a questionnaire to understand people's awareness of the deteriorating Air Quality Index (AQI) and measures that can be taken to reduce air pollution. (8)
- d. "Addiction-like behaviour associated with social media usage among students is observed in India." Write a report analysing the validity of the statement. (7)

Q.2 Answer the following:-

- a. What is pre-testing, and various measures of pre-testing methods? (8)
- b. What is branding research, and explain the measures of branding research? (7)

OR

- c. Discuss the various physiological testing methods used in advertising research. (8)
- d. What are measures used in copy-testing? (7)

Q.3 Answer the following:-

- a. What are the challenges faced in pre-testing in advertising research? (8)
- b. Explain the various methods of conducting product testing? (7)

OR

- c. Describe the literature review and its implication in the research process. (8)

- d. What is packaging research, and explain various methods used under packaging research? (7)

Q.4 Answer the following:-

- a. Write a note on probability sampling. (8)
b. What is research report writing, and elaborate on the components included in the research report? (7)

OR

- c. What are the advantages and disadvantages of a Focus Group. (8)
d. What is a hypothesis, and elaborate on types of hypotheses? (7)

Q.5 Short notes:- (Any three) (15)

- a. Projective techniques
b. Descriptive Research
c. Types of parametric tests
d. Qualitative Vs Quantitative Research
e. Secondary Research
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