

Time: 2.5 HRS

Total MARKS: 75

- N.B.:** 1. Read the questions carefully before answering
2. Figures to the right indicate the full marks
3. Give example when necessary
4. Calculators are allowed

1. (a) Big news, a 24- hour news channel, wishes to launch a new streaming service across India. The OTT platform would showcase a wide variety of content for viewers of different age groups. As a researcher suggest an appropriate research design, research technique and sampling method to facilitate their plan. 10

(b) Compute Mean, Median, Mode and Range for the following data. 5
20,23,25,35,40,40,42,50,80.

OR

(c) Design a questionnaire to find out the reaction of the youth towards controversial advertising. 8

(d) "Excessive TV watching leads to obesity among children". Write a report analyzing the validity of the statement. 7

2. Answer the Following:

(a) Discuss the various methods of conducting product research. 8

(b) Write a note on the importance of literature review. 7

OR

(c) Explain the advantages and disadvantages of Focus Group discussion. 8

(d) Discuss the nature and scope of marketing research in India. 7

3. Answer the Following:

(a) Explain the various methods of conducting copy research. 8

(b) Write a note on pricing research. 7

OR

(c) Discuss the types and the significance of secondary data in marketing research. 8

(d) Mention the guidelines for designing a good questionnaire. 7

4. Answer the Following:

(a) Discuss projective techniques in detail. 8

(b) Write a note on probability sampling. 7

OR

(c) Discuss various print and broadcast pretesting methods. 8

(d) Explain different physiological rating scales used in advertising research. 7

5. Explain Any 3 of the following. 15

(a) Hypothesis.

(b) Survey method.

(c) Research design.

(d) Concept testing.

(e) Measurement scales