TUBMMC, SEM-V (21/2 Hours) [Total Marks: 75] NB: 1. Read the questions carefully before answering 2. Figures to the right indicate the full marks Give example when necessary 1. (a) WION India, a 24-hour news channel, aims to launch a health and fitness channel across India, featuring a diverse range of programs for different age groups. As a researcher suggest an appropriate research design, technique, and sampling method to support their initiative. (10) (b) Calculate the Mean, Median, and Range for the following data: 20, 23, 25, 35, 40, 40, 42, 50, 80. (5) OR 1. (c) Create a questionnaire to assess the attitudes of youth towards luxury products. (8) (d) "Role of Artificial Intelligence in social media-Boon or Curse". Write a report analysing the validity of the statement. (7)2. (a) Define marketing research and elaborate on its nature and scope. (7)(b) Provide an overview of significance of literature review in research. (8)OR 2. (c) Describe different types of research designs used in advertising research. (7) (d) Explain the focus group method of data collection. (8)

3. (a) Discuss various association and completion techniques, providing relevant examples.

(b) Write a note on probability sampling methods. (8)

OR

(7)

3. (c) Explain the various methods for conducting product research. (7)

(d) Discuss different pricing research techniques. (8)

4. (a) Write a note on physiological rating scales. (7)

(b) Discuss the various methods of print pretesting. (8)

<u>OR</u>

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4. (c) Elaborate on any	four attitude measurement scales with appropriate examples.	(7)

(d) Write a note on copy research.

(8)

5. Explain any three of the following topics:

(15)

- (a) Desk research.
- (b) Post testing.
- (c) Hypothesis.
- (d) Concept testing.
- (e) Measurement Scales

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