

NEP - Semester End Examination – October 2025

Program: S.V.B.Com (MS) Course: Marketing Research

Program Code: UGMS02 Course Code: NUMS302

Duration: 2 Hours

Max. Marks:

60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	Attempt the following.	[15]	Course Outcome	Knowledge Level
	(a) Fill in the blanks with an appropriate answer from the alternatives given.	[08]	CO1	L1
	I) The number of elements chosen from the population to be included in the study is called _____			
	a. Sample size			
	b. Sampling frame			
	c. Sampling design			
	d. Population			
	II) Buying habits, usage patterns and brand loyalty are a part of _____ under scope of Consumer Research.			
	a. Market Segmentation			
	b. Consumer Behaviour			
	c. Competitive Analysis			
	d. Consumer Perception			
	III) Which of the following is a feature of Market Research?			
	a. It is an unplanned activity.			
	b. It is a theoretical exercise.			
	c. It is a systematic process.			
	d. It is a one-time process.			
	IV) The first step in the marketing research process is _____			
	a. Defining the problem			
	b. Developing a research plan			
	c. Collecting data			
	d. Analyzing data			
	V) Interview is _____ method of data collection			
	a. primary			
	b. secondary			
	c. oral			
	d. written			

		VI) _____ is the process of checking errors and omissions in data collection and making corrections if required.			
		a. Editing			
		b. Coding			
		c. Classification			
		d. Analysis			
		VII) Bibliography is included in the _____ of the report.			
		a. main body			
		b. concluding part			
		c. introductory stage			
		d. data analysis			
		VIII) Data interpretation comes after _____			
		a. hypothesis			
		b. questionnaire			
		c. data analysis			
		d. report writing			
		(b) State whether the following statements are true or false.			
		I) Marketing research is said to be basic in nature.			
		II) Quantitative data is usually collected through surveys with rating scales.			
		III) Judgemental sampling is a non-probability type of sampling.			
		IV) Special reports are prepared when a specific problem occurs.		CO1	L1
		V) Market research findings can quickly become outdated as consumer preferences can change rapidly.			
		VI) Close-ended questions in consumer research provide Qualitative data.			
		VII) Literature review means browsing through past research.			
Q. 2		Attempt the following.	[15]	Course Outcome	Knowledge Level
	(a)	Explain the steps in the Sampling Procedure.	[08]	CO3	L2
	(b)	Using examples show the different methods of data collection that can be implemented in a research study.	[07]	CO4	L3
		OR			
	(c)	Describe the various methods of sampling.	[08]	CO3	L2
	(d)	Determine how technology can be integrated into Data Collection.	[07]	CO4	L3

Q. 3	Attempt the following.	[15]	Course Outcome	Knowledge Level
(a)	Justify the criteria of a good Research Design.	[08]	CO1	L5
(b)	Analyze the elements of a Marketing Research Proposal.	[07]	CO2	L4
	OR			
(c)	Critically evaluate the limitations of Marketing Research in detail.	[08]	CO1	L5
(d)	Examine the scope of Consumer Research.	[07]	CO2	L4
Q. 4	Attempt the following.	[15]	Course Outcome	Knowledge Level
(a)	<p>EcoBottle, a startup that manufactures eco-friendly reusable water bottles, is planning to launch its products in urban Indian markets. Before launching, the company wants to conduct a survey with potential customers to understand:</p> <ul style="list-style-type: none"> • Their awareness of eco-friendly products • Their willingness to pay for reusable bottles • Their preferences in terms of design, size, and features <p>Questions:</p> <ol style="list-style-type: none"> 1. Draft 3 close-ended questions that could be included in the survey. 2. Formulate 2 research objectives. 3. Evaluate whether relying solely on survey data is sufficient for EcoBottle's successful product launch in urban Indian markets. 		CO3, CO4	L5, L6

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