

Program/Sem: T.Y.B.A.M.M.C – Sem - V Course: Advertising and Marketing Research
Program Code: 4000165 Course Code: BAMMC DRGA-502

Duration: 2 ½ Hour

Max. Marks: 75

Instructions:

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

Q. 1 Case study:

- 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]

OR

- b) Design a questionnaire for a pre-launch survey of Maruti Suzuki Electric Vehicle (₹10-₹15 lakhs range). [08]
- c) "Web series is a threat to television viewership". Write a report analyzing the validity of the statement. [07]

Q. 2 Answer the following:

- a) What is pricing research and explain the measures of pricing research? [08]
- b) Compare and contrast descriptive, exploratory, and causal research designs with suitable examples. [07]

OR

- c) Explain the process of designing a questionnaire using projective techniques. [08]
- d) What are attitude-measuring scales? Discuss their importance in quantitative research. [07]

Q. 3 Answer the following:

- a) Discuss the difference between probability and non-probability sampling with examples. [08]
- b) Explain different types of primary data collection methods available to a researcher. [07]

OR

- c) "Research is a systematic process which involves several steps". Explain the given statement. [08]
- d) Write a note on packaging research. [07]

Q. 4 Answer the following:

- a) What are the essential components of a research report? Explain the structure and importance of each section. [08]
- b) Discuss the role of qualitative interviews and focus groups in advertising research. [07]

OR

- c) Differentiate between pre-testing and post-testing in advertising research. [08]
- d) Explain the process of copy testing with examples. [07]

Q. 5 Short Notes: (Any 3) (5 marks each)

- Literature Review
- Statement of the Problem
- Types of Hypothesis
- Qualitative vs Quantitative research
- Branding Research

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