
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-PGDMM-First Semester

Programme Code- PGDMM-17

Course Name- Marketing Research

Course Code-MS 501

Maximum Marks-20

Session - 2017-18, Summer Last Date of Submission: 31st October 2017

Session - 2017-18, Winter Last Date of Submission: 30th April 2018

Section-A

Section-A

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Internal Continuous Data.
2. Applications of Marketing Research.
3. Exploratory Research.
4. Types of Sampling.
5. Multi-Dimensional Scaling.
6. Target Market Strategies.
7. Controlled Test Markets.
8. Sales Forecasting Methods.

Section-B

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answer 02 questions only.

1. Discuss the characteristics of focus groups. List at least four characteristics and explain why it is important to consider each of them.
2. One way of segmenting organizational markets is to begin with macro segmentation variables and then develop sub segments using micro segmentation criteria. Does this seem sensible to you? Are there any circumstances when the process should be reversed?
3. Discuss some of the emerging research challenges while ascertaining the effectiveness of an ad campaign.
4. How can you measure the effectiveness of advertising? When and how should advertising be measured?