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**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)**

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**उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)**

**Programme Name-MBA –Third Semester**

**Programme Code- MBA-16**

**Course Name- Marketing Research**

**Course Code-MS 501**

**Maximum Marks-30**

**Session - 2017-18, Summer Last Date of Submission: 31<sup>st</sup> October 2017**

**Session - 2017-18, Winter Last Date of Submission: 30<sup>th</sup> April 2018**

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**Section-A**

**Section ‘A’ contains 08 short answer type questions of 4 marks each. Learners are required to answers 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 7 marks each. Learners are required to answers 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?