
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA-Third Semester/PGDMM-First Semester

Programme Code- MBA-13 /PGDMM-10

Course Name-Marketing Research

Course Code-MM2201

Maximum Marks-40

Session -2014-15, Summer

Last Date of Submission: 31st January, 2015

Section-A

Section 'A' contains 08 short answer type questions of 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. Steps in designing a research project.
2. Construction of a Questionnaire.
3. Types of Research Design.
4. Processing of data.
5. Sampling methods.
6. Advertising research.
7. Test marketing.
8. Methods for sales forecasting.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. What are the different types of data? Explain the various methods of data collection?
2. Comment on 'Attitude for Evaluation'. What are the methods for measuring attitudes?
3. Explain how to process and analyse the data collected through data collection process?
4. Present a comparative study of market research for two any soft-drinks in India?