

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Third Semester / PGDMM Ist Semester Assignment*****Programme Name-MBA Third Semester/ PGDMM First Semester****Programme Code-MBA-10/PGDMM -10****Course Code:MM 2201****Course Name-Marketing Research****Maximum Marks-40****Last Date of Submission: 15 Jan, 2012****Session: 2011-12 (Summer)****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.

Briefly discuss the following-

1. Exploratory Research
2. Secondary Data
3. Factor Analysis
4. Differentiated Marketing
5. Cluster Sampling
6. Test Marketing
7. Focus Group
8. Sample Survey

Section-B

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

1. Discuss various types of scales by which attitudes can be measured.
2. What is Sales Forecasting? How does it affect other decisions of the company? Illustrate your answer with examples?
3. A car company wants to launch a new model of a small and low priced car for rural segment? What factors should be evaluated in finding out whether this market segment is worth pursuing?
4. Discuss the concept of test marketing. How is it conducted? What are its advantages and disadvantages?