

MARKETING RESEARCH

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

PART A — (3 × 20 = 60 marks)

Answer any THREE questions.

7. Case Study:

A well-established consumer products company DLL is engaged in producing and marketing toothpaste. The company wants to do in-depth study the consumer profile for tooth paste, their brand preference and desired price structure in order readjust themselves and also if found necessary repositioning its brand. How would you conduct the study? Develop a suitable research design.

1. What are the major marketing research activities normally undertaken? Give examples.
2. Discuss the principles followed in design of questionnaire.
3. Explain the techniques of sales control research.
4. Discuss the importance of quantitative and qualitative analysis in business studies, giving practical situations of their applications.
5. "Processing of data implies editing, coding, classification and tabulation". Describe in briefly these four operations pointing out the significance of each in context of research study.
6. Explain the measurement of attitude towards the behaviour with an illustration.

