

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.

PRODUCT MANAGEMENT

(For those who joined in July 2000 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "In the fast growing population the product planning is playing crucial role and it is inevitable" – Discuss.
2. Bring out the major role and influence of Branding in this competitive market environment.
3. List out your innovative ideas to improve and modernise the physical distribution.
4. Justify your valid reasons for product elimination.
5. "Packaging is playing a key role to boost out the turnover of a product" – Comment.

6. Explain the nature and importance of introducing a new product.

7. Discuss the various factors must be considered during market testing.

8. What are the good qualities and characteristics required to a powerful new product management?

ADVERTISING AND SALES PROMOTION

(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.

1. It is said that advertising is a waste of scarce resources in a developing country like India. Do you agree? Substantiate your arguments with appropriate examples.
2. Describe the roles of an advertising agency.
3. Discuss the techniques of copy research.
4. What information, precautions, and points one should bear in mind in the media selection and the campaign planning?
5. What are the sales promotion methods can be introduced through dealers and agents? – Discuss.
6. Discuss the creative strategies in advertising.

7. Case study :

To conduct an advertising research for a product on your own choice, develop a suitable advertising research tool and questionnaire for the period of last two years launched product.



