

MBA-I / SEM-II / MARKETING RESEARCH (2021-22)

COMPREHENSIVE CONCURRENT EVALUATION

Faculty Name: Prof. Ujjval More

Subject: Marketing Research

Sub Code: - 205-SC-MKT-01

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Small Project and Proposal	50	30 th June 2022
2	End Semester Exam	50	-
3	Online MCQ Exam	50	-

Component 1. Small Project and Proposal

Instructions:

1. The last date of Submission is 30th June 2022. The Small Project and proposal won't be accepted after the date.
 2. Small Project and proposal should be hand written and in your own words; copied Small Project and proposal from peers onother open sources will not be considered for assessment.
 3. The content should cover all the points & justify the marks for Small Project and proposal.
 4. Incomplete Small Project and proposal will not be accepted.
 5. Student name, specialization, Small Project and proposal questions must be clearly mentioned.
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Component 1.

A) Small Project:

(25 Marks)

1. **Create a questionnaire** that you can use to find out information about your potential product and if it is marketable.
 - i. Define what information you are looking for.
 - ii. Create a questionnaire that you can give to people to find out information about potential customers.
 - This questionnaire should have at least 10 questions.
 - You must have a combination of types of questions. These include a rating question, yes/no, selection question, and two demographic questions.
 - Have at least one open-ended question.
2. Send the questionnaire to 25 respondents and record the information
3. Summarize the findings with graphical representation.

B) Market Research Proposal:

(25 Marks)

Sweet Cookies is planning to launch a new line of cookies and wants to assess the market size. The cookies have a mixed chocolate-pineapple flavor and will be targeted at the premium end of the market. Prepare Marketing research proposal for it.

(Elements of Marketing Research Proposal: 1. Executive Summary. 2. Background Problem Definition/Objectives of the Research 4. Approach to the Problem 5. Research Design. 6. Fieldwork/Data Collection. 7. Data Analysis. 8. Reporting. 9. Cost and Time. 10. Appendices)

Component 2. End Semester Examination

(50 Marks)

Component 3. Online MCQ Exam

(50 Marks)