

QUESTION BANK
Course Code: 205 MKT
Course Name: Marketing Research
Unit 1: Introduction to Marketing Research

| Sr. No | Question Type | Question | Marks |
|--------|--|---|-------|
| 1 | REMEMBERING (Define / Duplicate / / List / Memorize / / Repeat / State) | 1) Define Marketing Research. 2) Memorise Market Research. 3) State Scope of Marketing Research. 4) List Limitations of Marketing Research, 5) State Role of Information in Marketing Decisions. 6) Memorise Value and Cost of Information. | 2 |
| 2 | UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate) | 1) Describe Marketing Information System. 2) Discuss Decision Support System. 3) Identify Threats to Marketing Research. 4) Explain characteristics of good research. 5) Identify issues in Marketing Research. 6) Locate constraints in Marketing Research. | 5 |
| 3 | APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch) | 1) State use of Online Marketing Research. 2) How Marketing Research Industry operates in India? | 10 |
| 4 | ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test) | 1) Differentiate between Marketing Research & Marketing Information System 2) Examine Recent Trends in Marketing Research. | 10 |
| 5 | EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh) | 1) Evaluate utility of Marketing Research. | 10 |

| | | | |
|----------|--|--|-----------|
| 6 | CREATING (Design / Assemble / Construct / Conjecture / Develop / formulate / Author / Investigate) | 1) Investigate Organizing Marketing Research function. | 10 |
|----------|--|--|-----------|

Course Code: 205 MKT
Course Name: Marketing Research
Unit 2: Marketing Research Proposal

| Sr. No | Question Type | Question | Marks |
|----------|---|---|-----------|
| 1 | REMEMBERING (Define / Duplicate / List / Memorize / Repeat / State) | 1) Define Marketing Research. 2) Memorise Marketing decision problem 3) State marketing research problem 4) State the importance of the decision maker | 2 |
| 2 | UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate) | 1) Identify Ethical Issues in Marketing Research 2) Discuss participant issues, sponsor issues, corporate espionage, code of ethics in Marketing Research. | 5 |
| 3 | APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch) | 1) State alternative courses of action and consequences of alternative courses of action. 2) How to translate decision problem to research problem, | 10 |
| 4 | ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test) | 1) Differentiate between Marketing decision problem and marketing research problem. 2) Relate the decision maker & the environment. | 10 |
| 5 | EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh) | 1) Support Report Writing with example. | 10 |

| | | | |
|----------|--|--|-----------|
| 6 | CREATING (Design / Assemble / Construct / Conjecture / Develop / formulate / Author / Investigate) | 1) Developing the research approach 2) Design the marketing research proposal (<i>Background – basic problem/opportunity, Objectives, Research Design – Qualitative & Quantitative approaches, Data Requirements, Data collection methods, Data collection instruments, Population definition, Sample Plan, Sample size, Sampling Methodology, Statistical analysis, Cost Estimates, Timeline, Appendices</i>) | 10 |
|----------|--|--|-----------|

Course Code: 205 MKT

Course Name: Marketing Research

Unit 3: Advanced Analytical Tools

| Sr. No | Question Type | Question | Marks |
|----------|---|---|-----------|
| 1 | REMEMBERING (Define / Duplicate / List / Memorize / Repeat / State) | 1) Define Conjoint Analysis 2) Define Factor Analysis 3) Define Cluster Analysis 4) Define Discriminant Analysis 5) Define Multi- dimensional Scaling 6) Define Perceptual Mapping | 2 |
| 2 | UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate) | 1) Where Discriminant Analysis is used? 2) Identify limitations of Factor Analysis. 3) Identify different software tools used for marketing research. 4) Discuss are different assumptions of Describe Hybrid Conjoint Analysis? | 5 |
| 3 | APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch) | 1) Give an example of a situation where each of the following techniques can be applied: a) Factor analysis b) Cluster analysis c) Multidimensional scaling d) Conjoint analysis | 10 |
| 4 | ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test) | 1) Examine uses of cluster analysis and limitations of cluster analysis in Marketing. 2) Relate different techniques for Perpetual Mapping. | 10 |

| | | | |
|----------|---|--|-----------|
| 5 | EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh) | 1) Support Usefulness and limitations of Conjoint Analysis. 2) Value a few problems where the application of discriminant analysis would be suitable. Support advantages of Discriminant Analysis. | 10 |
| 6 | CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate) | 1) Investigate Approaches to Multidimensional scaling. Discuss the requirement of Multidimensional scaling. State limitations of Multidimensional scaling. 2) Design the steps involved in conjoint analysis. | 10 |

Course Code: 204 MKT

Course Name: Marketing Research

Unit 4: Marketing Research Applications - I

| Sr. No | Question Type | Question | Marks |
|---------------|---|--|--------------|
| 1 | REMEMBERING (Define / Duplicate / / List / Memorize // Repeat / State) | 1) Define Sale Analysis 2) Define Market Potential 3) Define Forecasting 4) State Forecast Errors. 5) Distinguish between sales analysis and sales forecasting. 6) Distinguish between market potential and market demand. 7) Define New Product Development 8) How conjoint analysis use for understanding consumer preferences and application to product design? 9) Define Explain Standard Test Market 10) Define Controlled-Store and Minimarket Test 11) Define Electronic Test Markets 12) Define Simulated Test Markets 13) Define Market Segmentation | 2 |
| 2 | UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate) | 1) Classify types of Sales Analysis. 2) Explain major uses of Market Potentials. 3) Describe Importance of Forecasting. 4) Discuss Forecasting Process. 5) What factors should be kept in mind while choosing a forecasting model? | 5 |

| | | | |
|----------|---|---|-----------|
| | | <p>6) What method or methods would you use if the sales forecast for a product is to be made for :</p> <p>(i) short term (less than one year)</p> <p>(ii) medium term (1 to 3 years)</p> <p>(iii) long term (more than 3 years)</p> <p>7) How conjoint analysis use for understanding consumer preferences and application to product design?</p> <p>8) Discuss Test Marketing</p> <p>9) Identify Uses of Test Marketing</p> <p>10) Discus Bases for Market Segmentation</p> <p>11) Explain Target Marketing.</p> <p>12) Describe Brand Positioning.</p> <p>13) Discuss Repositioning.</p> <p>14) Explain Pricing Research.</p> | |
| 3 | APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch) | <p>1) Explain Qualitative or Subjective Methods of Sales Forecasting</p> <p>2) Discuss Quantitative or objective Methods of Sales Forecasting</p> <p>3) Demonstrate New Product Development Process</p> <p>4) Discuss types of Test Market</p> | 10 |
| 4 | ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test) | <p>1) Examine Problems of Test Marketing</p> <p>2) Organize Guidelines for Designing Market Tests</p> <p>3) Examine Components of Positioning</p> | 10 |
| 5 | EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh) | <p>1) What, in your opinion, would be the most suitable way to develop market segments for (a) wrist watches; (b) detergents; (c) coffee?</p> | 10 |
| 6 | CREATING (Design / Assemble / Construct / Conjecture / Develop / formulate / Author / Investigate) | <p>1) Design how you would go about developing a brand-positioning study for (a) shampoos; (b) magazines.</p> | 10 |

Unit 5: Marketing Research Applications - II

| Sr. No | Question Type | Question | Marks |
|--------|---|--|-------|
| 1 | REMEMBERING (Define / Duplicate / List / Memorize / Repeat / State) | 1) State importance of Advertising. 2) What is the need for Advertising? 3) List Types of Advertising. 4) What is Copy Testing? 5) Define Print media. 6) Recall Radio and television. 7) Define TRP. 8) Discuss Media Research. 9) Why is international marketing research necessary? 10) State the scope of international marketing research. 11) What are the information requirements for international marketing research? 12) “International marketing research is far more complex than domestic marketing research.” Comment. 13) List two types of field Surveys. | 2 |
| 2 | UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate) | 1) Suppose that you are the manager of a large departmental store in a metropolitan city. You are interested in measuring the impact of the public address system on the sale of selected items such as soaps, soft drinks, etc. Describe how you would go about it. 2) Distinguish between Domestic and International Market Research. 3) Explain Single country research and multi-country research. 4) Identify problems in International Marketing research. 5) Explain Desk Research (Secondary data) Field Survey (Primary Data) 6) Identify major sources of error in international surveys. | 5 |
| 3 | APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch) | 1) Apply ‘before’ methods of copy testing? 2) Apply ‘after’ methods of copy testing? 3) Demonstrate in some detail how you would proceed to shortlist possible overseas markets for your product. | 10 |
| 4 | ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test) | 1) Analyze the different methods that can be used for setting an advertising budget. Explain their relative merits and demerits. | 10 |

| | | | |
|----------|---|---|-----------|
| 5 | EVALUATING (Appraise / Argue / Defend / Select / Support / Value / Critique / Weigh) | 1) If you were to conduct a product survey for a prospective foreign market, Evaluate what would be your data required for the same. | 10 |
| 6 | CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate) | 1) Assuming a specific topic/problem, you have decided to conduct a marketing research study in a foreign country, Design step-by-step how you would proceed. | 10 |

