

52

(A-31)

No. of Printed Pages: 02

SARDAR PATEL UNIVERSITY

S.Y.B.A. (Advanced) (4th SEMESTER) (CBCS) EXAMINATION April-2015

Date: 22/4/2015, Wednesday

Time: 2.30 to 4.30 p.m.

UA04EEJM03: Advertising and Marketing Research

Total Marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

1) Which ONE of the following is NOT used in advertising research?	
A) Copy testing,	B) Post-Testing
C) Pretesting	D) Voting Intention
2) Research should measure advertisements against:	
A) Communications objectives.	B) management objectives
C) Marketing objectives.	D) Research objectives.
3) Advertising research is usually carried out with:	
A) buyers of the product.	B) The target audience.
C) Users of the product.	D) Shareholders.
4) Which ONE of the following helps to establish the effectiveness of advertising by isolating and identifying the weights and relationships between different variables involved in purchasing?	
A) Semiotics.	B) Econometrics.
C) Ethnography.	D) Demographics.
5) In qualitative research you talk to more people than in quantitative research: is this statement:	
A) True	B) False
6) Which ONE of the following is a 'danger' specifically relevant with reporting pre-tests of advertising research?	
A) Respondents are ambiguous.	B) Deadlines are tight.
C) Visuals can mislead.	D) Ethics can be broken.
7) At what point does the analysis of qualitative data begin?	
A) Before data collection.	B) During data collection.
C) After data collection.	D) None of the options given.
8) Which ONE of the following is NOT the purpose of qualitative research?	
A) o discovers the existence of opinions.	B) To indicate different viewpoints.
C) To measure the 'amount' of opinion.	D) To gather unexpected data.
9) Semiotics refers to:	
A) the analysis of signs.	B) body language.
C) a projective technique.	D) Syndicated.
10) What is generally seen to be the opposite of quantitative?	
A) Self-administered.	B) Ad hoc research.
C) Qualitative.	D) Personal.
11) Interviewing all members of a given population is called:	
A) a sample.	B) a census.
C) a Gallup poll.	D) a Nielsen audit.

12) Which ONE of the following classifications contains divisions with the labels A, B, C, D and E?	
A) Social class.	B). Socio-economic groupings.
C) Socio-economic classes.	D) Social grade.
13) Which ONE of these sampling methods is a probability method?	
A) Quota.	B) Judgment.
C) Convenience.	D) Simple random.
14) Which ONE of these should be used as a starting point for any research project?	
A) Primary data.	B) Omnibus data.
C) Secondary data.	D) Continuous data.
15) Who produces the research brief?	
A) An informant.	B) A research agency.
C) A client.	D) A respondent.

Q2	What is advertising research and how it works in marketing elaborate your answer with proper examples	15 marks
	Or	
Q2	Write process of advertising research with examples.	15 marks
Q3	Make questionnaire of Amul's new product "kaju katri" advertisements with analysis and final report.	15 marks
	Or	
Q3	Write short notes on A) Product testing b) research on post advertising campaign	15 marks
Q4	Write short notes (any two) 1) Sampling methods 2) Product research 3) Copy testing	15 Marks

- X -