

SC-1

(31)

No. Of Printed Pages: 3

SARDAR PATEL UNIVERSITY

S.Y.B.A. (4th SEMESTER) (CBCS) EXAMINATION April 2016

DAY: Thursday Date: 21/04/2016 Time: 02:30 Am to 04:30 Pm

UA04EEJM03: Advertising and Marketing Research

Total Marks: 60

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

1. What is the difference between the terms market research and marketing research?

- a) Market research concerns strategic decisions; marketing research does not.
- b) Market research concerns operational decisions, marketing research does not
- c) Marketing research looks at academic matters, market research does not
- d) None of the options given are correct.

2. Most qualitative research money goes into:

- a) in depth.
- b) focus groups
- c) Delphi.
- d) Ethnography.

3. Which ONE of these quantitative methods is being used more nowadays?

- a) Telephone interviewing.
- b) Postal interviewing.
- c) Face-to-face interviewing.
- d) Online research.

4. Secondary data is LEAST helpful in:

- a) developing questionnaires.
- b) interpreting tables.
- c) formulating hypotheses.
- d) evaluating new products.

5. Second step in marketing research process is

- a) define research objectives
- b) develop research plan
- c) implement research plan
- d) none of above

6. Research based on hypothesis suggestion and problem definition is classified as

- a) casual research
- b) exploratory research
- c) descriptive research
- d) both a and c

7. Primary data which is gathered by observing relevant actions and people is called

- a) experimental research
- b) ethnographic research
- c) observational research
- d) survey research

8. Process of watching customers in natural environment is called

- a) experimental research
- b) ethnographic research
- c) observational research
- d) survey research

(P.T.O.)

1

9. Collection, analysis and reporting of available data for any given marketing situation is classified as

- a) external databases
- b) outsourced databases
- c) marketing research
- d) both a and b

10. _____ is paid communication to promote a product, service, brand or cause through the media.

- A. Public Relations
- B. Advertising
- C. Media
- D. Marketing

11. Which of the following is NOT one of the four (4) modes of consumer decision making?

- A. Internal problem solving
- B. Extended problem solving
- C. Limited problem solving
- D. Habit/Variety seeking

12. A marketing document that summarizes the current state of the marketplace as it relates to a specific brand.

- A. Brand
- B. Positioning
- C. Situation Analysis
- D. Media Strategy

13. _____ coordinates the message emphasis in advertising with the placement and emphasis of sales promotions-synergy.

- A. POP (Point of Purchase)
- B. IBP (Integrated Brand Promotions)
- C. Tracking Studies
- D. Multi-Channel Impact

14. What kind of targeting allows networks to trace the patterns of clicks and pages viewed across their network?

- A. Daypart Targeting
- B. Affinity Targeting
- C. Contextual Targeting
- D. Behavioral Targeting

15. What kind of targeting is used to attract consumers sharing particular interests?

- A. Purchase-Based Category Targeting
- B. Affinity Targeting
- C. Geographical Targeting
- D. Daypart Targeting

Q2	Design a questionnaire to find out if housewives are aware of the need to save water and electricity.	15 marks
	Or	
Q2	What is Product Test and How will you conduct a product test?	15 marks
Q3	International Foods Ltd., marketing noodles, was the brand leader. A new brand was introduced with heavy advertising and promotion. International Foods Ltd. commissioned a research to find out the effect of this new introduction on their brand. What will be the research design ? Also add the sampling technique.	15 marks
	Or	
Q3	Explain Branding Research. What are the various methods used for branding research?	15 marks
Q4	Write Short Notes with examples (Any Two) 1) Discuss different types of pre-testing methods. 2) Write a short note on Pricing Research. 3) What is Probability Sampling Technique ?	15 marks

