

SEAT No. \_\_\_\_\_

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SARDAR PATEL UNIVERSITY

SY – BA (ADVANCED) JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

PAPER CODE : UA04EEJM03 DATE : 20/04/2018  
 PAPER TITLE : ADVERTISING & MARKETING RESEARCH DAY : FRIDAY  
 TIME : 02.00 P.M. TO 04:00 P.M. MARKS : 60

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1) Virtual shopping helps to predict _____			
a) Package Design	b) Product Design	c) Pricing Design	d) NOTA
2) XYZ company lost millions because of the Market Research Mistake. In the mid-1980s, the XYZ Company made a decision to introduce a new beverage product. The new product was introduced and the original formula was withdrawn from the market. This turned out to be a big mistake. Eventually, the company reintroduced the original formula. Which company are we talking about here?			
a) Pepsico	b) Unilever	c) Rasna	d) Coca-Cola
3) _____ Customer Pulse research group” is a prime example of a company’s dedication to research. Also because these are online surveys, the company is able to compile and analyze the data faster, and the surveys are easy to administer, without much effort. Which company are we talking about here?			
a) Apple	b) Samsung	c) Nokia	d) Lenovo
4) The way people react to new products in theory cannot be very different from the reality			
a) True		b) False	
5) For research, you _____ start with assumptions or by bringing your own views into the research			
a) Should		b) Should Not	
6) Unlike an interview, which usually occurs with an individual, the focus group method allows members of the group to interact and influence each other during the discussion			
a) True		b) False	
7) JWT India co-created a film for a sports brand with India's fledgling sports stars that serve as inspiration for everyone. Cricket fans from across the country were invited to send shots of themselves playing via Facebook, Twitter and the campaign website. Each image was prefixed with a key frame posted online. The campaign was released during the T20 World Cup in 2012, won JWT seven metals at the Cannes Advertising Festival. Which brand are we talking about here?			
a) Adidas	B) Reebok	c) Jockey	d) Nike
8) A simple random sample is meant to be a biased representation of a group			
a) True		b) False	
9) Quota sampling is a probability sampling technique			
a) True		b) False	
10) Pure or applied research is a variety of research classified on the basis of			
a) Information	b) Methods	c) Utility of Content	d) NOTA
11) Pre testing = democratic election			
a) True		b) False	

(P.T.O.)

12) In exploratory research, interviews and group discussions aren't commonly used			
a) True		b) False	
13) If the researcher is looking to test and quantify hypotheses and the data is to be analysed statistically, an exploratory standardized questionnaire should be used			
a) True		b) False	
14) A brand's creative strategy requires an investment of your attention and a portion of your			
a) Mind		b) Health	
c) Budget		d) Goods	
15) Parliamentary standing committee calls for stringent penal provisions to make celebrities who hawk brands accountable for misleading advertisements			
a) True		b) False	

Q2 (I): Eureka Foods Ltd's marketing noodles, was the brand leader for years at a row. Subsequently, a new brand, 'Eureka biscuits' was introduced with heavy advertising and promotion. Eureka 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
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OR

Q2 (II): IC Marketing Pvt. Ltd is marketing ground cooking oil since many years. The company is now planning to introduce mustard cooking oil. Being a senior research consultant you are asked to take up the following assignments: (i) What kind of survey will you conduct? (ii) Draw up the research design in detail	15
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Q3 (I): Develop a Questionnaire to find out the consumer's reaction to i-phone X new tablet	15
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OR

Q3 (II): Write a note on creative research strategy. Highlight five ways to innovate your strategy development	15
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Q4: Write short notes on <u>any two</u> of the following	15
1. Types of non-probability sampling	
2. Pretesting	
3. P&G is launching a new line of household cleaning products under the brand name, "O Earth detergent brand". The marketing problem is the rapid rise of brands like Tide that are capturing a younger market. Our business goal, therefore, is to create a product line that will appeal to this generation of new consumers. Help them to design a creative brief of the same	
4. Steps involved in questionnaire designing	

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