

Exam.Code:1180

Sub. Code: 8542

2071

P.G. Diploma in Marketing Management

Second Semester

DMM-107: Marketing Research

Time allowed: 3 Hours

Max. Marks: 70

**NOTE:** Attempt five questions in all, selecting atleast two questions from each Unit.

x-x-x

**UNIT – I**

- I. Describe the market research process in detail. (14)
- II. How can a researcher organize his data collection from various sources of external data? (14)
- III. Define questionnaire. What are the characteristics of a good questionnaire? (14)
- IV. What are the different components of attitude? What are the benefits of attitude measurement? (14)
- V. Write short note on:-
  - a) Hypothesis formulation
  - b) Methods of data collection (2x7)

**UNIT – II**

- VI. Define sampling frame. How is a sampline frame developed? (14)
- VII. 'Information technology has revolutionized the data processing method'. Explain. (14)
- VIII. Define data analysis and discuss the factors that influence the choice of data analysis technique. (14)
- IX. Discuss in detail the process of writing a research report. (14)
- X. Write a short note on:-
  - a) Product research
  - b) Advertising research (2x7)

x-x-x