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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **MA ADVERTISING AND PUBLIC RELATIONS - II SEMESTER** | | | | | | |
| **END SEMESTER EXAMINATION: JULY 2022**  **APR 8421: Market Research** | | | | | | |
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| **Time- 1 1/2 hrs** | |  | **Max Marks-35** | | |  |
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| **This paper contains TWO printed pages and THREE parts** | | | | | | |

1. **Answer any FIVE questions in 100 words each. (5X2 = 10)** 
   1. Bring out two differences between qualitative and quantitative research.
   2. List two mistakes that the researcher could do during data collection.
   3. Give an example of a research problem statement.
   4. State any two types of research and give examples of the same.
   5. Describe the terms Probability and Non - Probability sampling.
   6. Explain the following terms by giving an example of each

a. Data Analysis

b. Scaling

* 1. What are the two pitfalls in Telephonic Research?

1. **Answer any THREE questions in 150-200 words each. (3X5 = 15)**
2. A company wants to conduct a feasibility analysis before entering a market. What are some of the errors they could make while framing the research questionnaire? Elucidate with examples.
3. Your manager wants you to apply the Finer Model while indulging in a research problem. Explain what it means and give one example of the same.
4. An automotive company wants to know how their service levels are. However, the management wants a clear definition of their research problem and how to develop an approach to the problem. Help your management to solve this.
5. Discuss various data collection methods with suitable examples.
6. **Answer the following question in 250-300 words. (1x10 = 10)**

12. Define the terms Nominal, Likert, and Ordinal scale. Your company is into the online health and fitness business and wants to conduct focused group research to understand what people feel. Clearly define your target market and target audience and construct a research questionnaire. Remember to showcase these scales mentioned above.

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