



**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

**MA PUBLIC RELATION AND ADVERTISING – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**APR 8422– MARKETING RESEARCH**

**(For current batch students only)**

**Time: 1 Hour Max Marks: 25**

**This paper contains TWO printed pages and TWO parts**

1. **Answer any FIVE questions in about 100 words each. (5X3= 15)**
2. What is brand research? Explain the different types of brand research methods.
3. How do you formulate a research brief? Explain with an example.
4. Explain briefly the various types of sampling methods.
5. Discuss the advantages and disadvantages of quantitative and qualitative research methods.
6. Write short notes on any TWO of the following.
   1. Social media sentiment analysis
   2. Market simulation
   3. Variables
   4. Sample frame
7. Explain the steps involved in the marketing research process.
8. What are focus group discussions? Under what circumstances should they be used?
9. **Answer any TWO questions in about 150-200 words each. (2X5=10)**
10. Explain the different types of product testing methods and their advantages and disadvantages.
11. Suppose your company is planning to launch an electric motorbike in the market. Your company wants you to conduct survey-based market research to determine the attitude of the target audience, their preferences, and buying behaviour. Based on this scenario, answer the following questions.
12. Who is your target market and target audience? (1 mark)
13. Design a questionnaire to identify your target audience attitude, preference and buying behaviour towards electric motorbikes. Your questionnaire should include 8-10 questions comprising open-ended and close-ended questions. (4 marks)
14. Explain and compare the primary data with secondary data in terms of their sources, tools used and advantages.
15. A mobile service provider wants to know the opinion of consumers towards different plans offered by him vis-a-vis the offers of the competitors in Bangalore city. The service provider contacts you to do market research and submit the report. How do you go about it? Elaborate the research design you would use for the purpose.

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