



Register Number:

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ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
M. A. ADVERTISING AND PUBLIC RELATIONS – I SEMESTER
SEMESTER EXAMINATION, JANUARY – 2021
APR 7420 – MARKET RESEARCH

Time: 1 1/2 hrs

Max Marks: 35

This paper contains ONE printed page and THREE parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. State whether the following statements are true / false in your answer scripts
(1 X 10 = 10)

1. Telephonic interviews succeed more in the lower SEC
2. A person with a higher SEC will always have a more lavish lifestyle than a person with a lower SEC
3. A sample size of 130 is roughly 4 times as effective as sample size 30
4. 30 is an important number when it comes to sample size determination because when we have greater than or equal to 30, we can increase accuracy and confidence together for the study
5. For customer research we should use a seven point scale and for employee research we should use a five point scale
6. Putting up a survey on Facebook page is a cost-effective method of getting a representative sample
7. Close ended questions require more skills than open ended questions
8. Blind testing can be done only in a central location test
9. Projective techniques work well in online surveys
10. The Kisch chart is meant to eliminate the interviewer bias in selecting the actual respondent within a household
11. B2B research normally involve smaller sample sizes than B2C research

II. Answer ANY TWO of the following in about 250 words each **(6 X 2 = 12)**

12. What is the different between sequential monadic and monadic product testing?
13. What is the full form of FET? What is it used for? Is it quantitative or qualitative research? Justify your answer (of quali or quanti).
14. What is the one key measure in readership research? Can you explain how it is calculated?

III. Answer ANY ONE of the following in about 350 words **(13 X 1 = 13)**

15. Please list the different forms of sampling and describe each briefly. Clearly indicate which methods are used in quantitative studies and which in qualitative studies
16. Please explain the conceptual basis used in brand health studies and briefly explain the different measures used