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Question Paper Code: 96C01

B.E./B.Tech. DEGREE EXAMINATION, APRIL 2024

Sixth Semester

Computer Science and Business Systems

19UCB601- MARKETING RESEARCH

(Regulations 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (20 x 1 = 20 Marks)

1. The major focus of the societal marketing concept is _____. CO1-U
(a) Profit only (b) Society's well being only
(c) Satisfaction of customers only (d) All of these
2. Products seen as having extension potential into other markets _____. CO1-U
(a) Multinational Products (b) Global Products
(c) Local Products (d) International Products
3. Marketing is applicable in _____. CO1-U
(a) Events (b) Goods (c) Property (d) All of above
4. Which of the following is not an element of demographic segmentation? CO1-U
(a) Population density (b) Income (c) Family size (d) All of above
5. Which of the following is known as market aggregation? CO1-U
(a) meta marketing (b) mass marketing (c) mega marketing (d) Demarketing
6. Under _____ marketing every customer is treated as unique. CO1-U
(a) viral (b) Word of mouth (c) one-on-one (d) guerilla
7. A product with the _____ is a green product. CO1-U
(a) ISI Mark (b) Ecomark (c) Agmark (d) None
8. The first two steps in the consumer adoption process are _____ and _____. CO1-U
(a) Adoption, desire (b) Interest, evaluation
(c) Awareness, interest (d) Interest, adoption

9. What is sales representative research? CO1-U
(a) Studying the number and location of sales representatives.
(b) Studying the demographics of sales representatives.
(c) Studying the effectiveness of sales representatives.
(d) Studying the training and development of sales representatives.
10. Setting price on the basis of the competition for the product is known as _____. CO1-U
(a) Demand Based Pricing (b) Cost Based Pricing
(c) Value Based Pricing (d) Competition Based Pricing
11. Analyzing consumer grievances is a part of research related to _____. CO1-U
(a) Price (b) Product (c) Promotion (d) Behavior
12. The technological changes consist of factors related to ____ applied and the ____ and ____ uses in the production of goods and services. CO1-U
(a) Knowledge (b) Materials, Machines (c) All of above (d) None of above
13. Which of the following is NOT a common method of copy testing? CO1-U
(a) Focus groups (b) In-store testing
(c) Eye-tracking studies (d) Telephone surveys
14. This is an assumption that as price increases so does quality, and that in general price reflects quality. CO1-U
(a) Perceived value. (b) Perceived price.
(c) Perceived quality. (d) Perceived risk.
15. Which of the following is a potential downside of copy testing? CO1-U
(a) It can be expensive
(b) It can be time-consuming
(c) It may not accurately predict real-world success
(d) All of the above
16. Which of the following is a quantitative research method? CO1-U
(a) Focus group (b) Content analysis (c) Survey (d) Ethnography
17. What types of data are typically used in sales research? CO1-U
(a) Demographic data (b) Transactional data
(c) Survey data (d) All of the above

18. What is the purpose of conducting a sales forecast? CO1-U
- (a) To estimate the number of units that can be sold in a given time period
 - (b) To evaluate the effectiveness of marketing strategies
 - (c) To measure customer satisfaction
 - (d) To identify potential market segments
19. Which of the following is a common sales research method for measuring customer satisfaction? CO1-U
- (a) Customer surveys (b) Competitive analysis
 - (c) Sales tracking (d) Market segmentation
20. What are some ethical considerations in sales research? CO1-U
- (a) Protecting customer privacy (b) Avoiding misleading or false advertising
 - (c) Maintaining the confidentiality of sale. (d) All of the above

PART – B (15 x 2= 30Marks)

21. Differentiate between marketing research and market information system CO1-U
22. What is marketing research? what are the priorities in marketing research? CO1-U
23. What are different promotional tools? CO1-U
24. How can we determine the target audience for our product? CO1-U
25. How can we differentiate our product from competitors in the market, and what unique value propositions can we offer to customers? CO1-U
26. How can we measure the success of our product, both in terms of customer satisfaction and revenue generated? CO1-U
27. What are the different types of pricing research methods, and how do they differ in terms of data collection, analysis, and interpretation? CO1-U
28. How do you design a successful pricing research study? CO1-U
29. How is distributive cost analysis different from other types of cost-benefit analysis? CO1-U
30. Can advertising research help businesses target specific demographics more effectively? CO1-U
31. What are some common media audience measurement techniques used in the industry? CO1-U
32. How is advertising research different from market research? CO1-U
33. What is sales research, and why is it important for businesses? CO1-U
34. What are some key metrics that businesses use to measure sales performance? CO1-U

35. How can businesses use customer feedback to inform their sales research and improve their sales strategies? CO1-U

PART – C (5 x 10= 50Marks)

36. (a) “Preparing and presenting the research report is an essential in a good research” –Discuss with mostly occurred and non-occurred facts. CO1-U (10)

Or

(b) XYZ power Ltd . set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the costs and the risks .the demand of lanterns was increasing day by day ,so the company decided to increase production to generate higher sales . For this they decided to employ people from the nearby village as very few job opportunities were available in that area. The company also decided to open schools and crèches for the children of its employees. CO1-U (10)

i. Identity and explain the objectives of management discussed above.

ii. State and two values which the company wanted to communicate to the society .

37. (a) You are working for a company that wants to introduce a new line of eco-friendly household cleaning products. What steps would you take to research the market and ensure that the new product line will be successful? CO2-App (10)

Or

(b) Your company is developing a new line of outdoor equipment for hiking and camping. How would you conduct concept testing to determine whether the equipment meets the needs of outdoor enthusiasts and adventurers? CO2-App (10)

38. (a) How can businesses use pricing research to segment their market and target specific consumer groups with different pricing strategies? Explain in detail. CO1-U (10)

Or

(b) How can the results of distributive cost analysis be effectively communicated to policymakers, stakeholders, and the general public to inform policy decisions and promote social justice? Explain in detail. CO1-U (10)

39. (a) How can advertising research inform the creative development process? Explain in detail. CO1-U (10)
- Or
- (b) How can advertising research be used to inform media planning and buying? Explain in detail. CO1-U (10)
40. (a) Your company is considering launching a new advertising campaign to increase sales. What research would you conduct to determine the most effective messaging and channels to reach your target audience? How would you use that information to develop the campaign? CO2-App (10)
- Or
- (b) You are the sales manager for a retail company that sells clothing and accessories. Your boss has asked you to provide a sales forecast for the upcoming holiday season. How would you approach this task? CO2-App (10)

