

Roll No. ....

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**MBA (Sem. - 3<sup>rd</sup>/4<sup>th</sup>)**  
**MARKETING RESEARCH**  
**SUBJECT CODE : MB-902 (2K8 Batch)**  
**Paper ID : [C0152]**

[Note: Please fill subject code and paper ID on OMR]

**Time : 03 Hours**

**Maximum Marks : 60**

**Instruction to Candidates:**

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

**Section - A**

(10 × 2 = 20)

- Q1)** a) What is geographical segmentation?  
b) What is a core product?  
c) What is product positioning?  
d) What is advertising copy?  
e) What is primary data?  
f) What is brand value?  
g) What is advertising media?  
h) What is sales forecasting?  
i) What is labelling?  
j) What is conjoint analysis?

**Section - B**

(4 × 10 = 40)

**Q2)** What is MIS? Give various techniques of MIS.

**Q3)** What is data collection? Give various methods of data collection.



- Q4) What is conjoint analysis? How does it help in marketing research?
- Q5) What is market segmentation? On what basis a market is segmented?
- Q6) What is factor analysis? How does it help in interpretation of results?
- Q7) What is copy testing? Give the methods for testing an ad copy.

