12/4/2016

+ 1	A Juestising! Advertising & Murketing Research. (2 Hours)	QP Code: 25815
	a muzicating responds	
	(2 Hours)	[ Total Marks : 50
	36	[
	N.B. (1) Question No.1 is compulsory.	
	(2) Answer any three from Q.No.2 to 5	
		))
	1. CASE STUDY:	14
	a. HUL intends to launch New toilet soap. Explain the entire res	search process. What would be
	the research design that you would suggest and what sampling m	
	OR	0
	b. Answer the following:	× 3
	i. Design a questionnaire to find out consumer's react	tion towards HUL prelaunch
- 12	survey for New toilet soap	40 7
	ii. "declining reading habits". Write a report analyzing the	validity of the statement.?
	<ol><li>Answer any one of the following:</li></ol>	124
	a. Explain in detail various Projective techniques	NA
	2. Answer any one of the following:  a. Explain in detail various Projective techniques  b. Explain probability and non probability sampling method  3. Answer any two of the following:  a. Branding research  b. What are the various Pre-testing methods?  c. Explain any three attitude measurement scales with example of the following:  a. Branding research  b. What are the various Pre-testing methods?	ds in detail.
		P
	3. Answer any two of the following:	1AT
	a. Branding research	12
	b. What are the various Pre-testing methods?	
	c. Explain any three attitude measurement scales with examp	ole .
	4. Write short notes on any three of the followings a. Descriptive Research b. Various types of Experimentations	
350	4. Write short notes on any three of the following.	
	a. Descriptive Research	20
	b. Various types of Experimentations	12
	c. Any two pricing research methods	
	c. Any two pricing research methods d. Copy testing  5. Answer any six of the following	
	5 American strategy of the Caller of Market	12
11	5. Answer any six of the following	
	a. Focus group	
80	b. Pupil metric testing c. Halo effect	
	d. Triple Association test	
	e. Concept testing	
	f. Sampling frame	
	g. Exploratory Research	
	h. Recall test	
	i. Eye-movement camera	
	Eye-movement camera	
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	14	
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0,0	i. Eye-movement camera  KX-Con. 4728-16.	
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