

Advertising: Advertising & Marketing Research.

(2 Hours)

QP Code : 25815

[Total Marks : 50]

- N.B. (1) Question No.1 is compulsory.
(2) Answer any three from Q.No.2 to 5

1. CASE STUDY:

a. HUL intends to launch New toilet soap. Explain the entire research process. What would be the research design that you would suggest and what sampling methods would you use?

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OR

b. Answer the following:

- Design a questionnaire to find out consumer's reaction towards HUL pre-launch survey for New toilet soap
- "declining reading habits". Write a report analyzing the validity of the statement?

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2. Answer any one of the following:

- Explain in detail various Projective techniques
- Explain probability and non probability sampling methods in detail.

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3. Answer any two of the following:

- Branding research
- What are the various Pre-testing methods?
- Explain any three attitude measurement scales with example

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4. Write short notes on any three of the following:

- Descriptive Research
- Various types of Experimentations
- Any two pricing research methods
- Copy testing

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5. Answer any six of the following:

- Focus group
- Pupil metric testing
- Halo effect
- Triple Association test
- Concept testing
- Sampling frame
- Exploratory Research
- Recall test
- Eye-movement camera

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