

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:

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

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2. Answer any one of the following:

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

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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

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

- a. Descriptive Research
- b. Various types of Experimentations
- c. Any two pricing research methods
- d. Copy testing

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5. Answer any six of the following:

- a. Focus group
- 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

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