

UNIVERSITY OF MUMBAI - BOARD OF STUDIES IN COMMERCE
SAMPLE QUESTIONS
TYBCOM SEM VI MARKETING RESEARCH

MODULE I - APPLICATION OF MARKETING RESEARCH - I

Sr. No	Rewrite the following statements with appropriate options given below:	Correct Answer
1	_____ refers to how the product looks, functions and is put together. a. Product Design b. Product Branding c. Product Classification d. Product Quality	a. Product Design
2	_____ is the area of product research. a. Product life cycle b. Sales Research c. Advertising d. Quality Circle	a. Product life cycle
3	Filtering the ideas to select the good ones is called as _____. a. Idea Generation b. Idea Screening c. Concept Testing d. Test Marketing	b. Idea Screening
4	Finding out whether the new product is commercially profitable or not is a part of a. Test Marketing b. Business analysis c. Product Development d. Crowd Sourcing	b. Business analysis
5	In _____ method of test marketing, the consumer is offered the product again and again free of cost. a. Simulated Test marketing b. Sales - Wave Research c. Controlled Test Marketing d. Alpha Testing	b. Sales - Wave Research
6	When certain emotional or personal qualities are associated with a particular brand, it is called as _____. a. Brand equity b. Brand Personality c. Brand Image d. Brand Experience	b. Brand Personality
7	_____ is an internal factor affecting pricing. a. Competition b. Costs	b. Costs

	c. Suppliers d. Positioning Strategy	
8	_____ is a technique that allows organizations to understand how people make trade-off between different products and services and the values they place on different features. a. Conjoint Analysis b. BPTO c. Gabor Granger d. Observation	a. Conjoint Analysis
9	_____ is the intention of the buyers to make a repeated purchase of a product. a. Brand Association b. Brand Loyalty c. Brand Culture d. Brand Equity	b. Brand Loyalty
10	The specific purpose of _____ technique is to measure whether consumers can truly tell the difference between two products. (Monadic testing) a. Triangle Testing b. Repeated pairs Testing c. Monadic Testing d. Sequential monadic	a. Triangle Testing
11	Test marketing _____ the risk of large scale marketing. a. increases b. stabilises c. reduces d. enhances	c. reduces
12	_____ means use of environmentally responsible packing materials. a. Traditional packaging b. Green Packaging c. Simple Packing d. Labelling	b. Green Packaging
13	_____ is an external factor affecting pricing. a. Competition b. Corporate Image c. Costs d. organization Structure	a. Competition
14	The Process of New Product Development starts with _____ a. Test Marketing b. Idea Screening c. Idea Generation d. Concept Testing	c. Idea Generation
15	Brand research is an important area of _____	

	<ul style="list-style-type: none"> a. Brand Image b. Brand Survey c. Product Research d. CSR 	c. Product Research
16	<p>_____ may be described as the consumer's perception of the product.</p> <ul style="list-style-type: none"> a. Brand Loyalty b. Brand Image c. Brand Awareness d. Brand Value 	b. Brand Image
17	<p>Crowdsourcing is a method of generating _____ for new product development.</p> <ul style="list-style-type: none"> a. Ideas b. Sales c. profits d. business 	a. Ideas
18	<p>A brand name when registered is called as _____.</p> <ul style="list-style-type: none"> a. Mark b. Trademark c. Sign d. Brand 	b. Trademark
19	<p>The pronounceable part of the _____ is called brand name.</p> <ul style="list-style-type: none"> a. Trademark b. Brand c. Product d. image 	c. Product
20	<p>Brand image survey is very useful to find out _____</p> <ul style="list-style-type: none"> a. Type of Customers b. Brand preference c. Demand d. packaging style 	b. Brand preference
21	<p>A distinct brand image commands _____ price.</p> <ul style="list-style-type: none"> a. Higher b. Market c. Lower d. High Average 	a. Higher
22	<p>Any deliberate alteration for the physical attributes of a product or its packing is called _____</p> <ul style="list-style-type: none"> a. Product Modification b. Product Testing c. Product Image d. Product Extension 	a. Product Modification
23	<p>Brand _____ means reputation of the brand in the market.</p> <ul style="list-style-type: none"> a. Image 	a. Image

	b. Culture c. Essence d. Personality	
24	_____ packaging means use of environmental friendly packing materials. a. Traditional b. Green c. Simple d. Printed	b. Green
25	Brand Survey is an important area of _____ . a. Promotion b. Product Research c. Sales d. Motivation	b. Product Research
26	Selling products and services on a _____ basis before a full product launch is an example of test marketing. a. Limited b. Unlimited c. free d. coupon	a. Limited

MODULE II - APPLICATION OF MARKETING RESEARCH -II

1	_____ refers to collection and analysis of information related to distribution of products. a. Physical Distribution Research b. Motivation Research c. Trade Mark Research d. Brand Research	a. Physical Distribution Research
2	In _____ distribution channel, goods are supplied from producer to customers directly. a. Indirect Marketing b. Three Level c. Four Level d. Direct Marketing	d. Direct Marketing
3	_____ is management of network of activities involving procurement of raw materials, manufacturing and distribution of finished goods. a. Pricing Research b. Supply Chain Management c. Consumer Research d. Motivation Research	b. Supply Chain Management
4	Physical Distribution Research helps to a. Reduce Distribution cost	a. Reduce Distribution cost

	<p>b. Evaluate effectiveness of advertising</p> <p>c. to select media for advertising</p> <p>d. to study brand awareness</p>	
5	<p>_____ helps the marketing manager to select best channel of distribution for goods and services.</p> <p>a. Physical Distribution Research</p> <p>b. Motivation Research</p> <p>c. Trade Mark Research</p> <p>d. Brand Research</p>	a. Physical Distribution Research
6	<p>_____ helps in selecting the right transportation medium and warehousing facility.</p> <p>a. Brand Research</p> <p>b. Motivation Research</p> <p>c. Physical Distribution Research</p> <p>d. Promotion Research</p>	c. Physical Distribution Research
7	<p>Transportation is a component of _____.</p> <p>a. Supply Chain Management</p> <p>b. Advertising Research</p> <p>c. Product Research</p> <p>d. Motivation Research</p>	a. Supply Chain Management
8	<p>In _____ distribution channel, intermediaries are involved in distribution of goods and services.</p> <p>a. Indirect Marketing</p> <p>b. Zero Level</p> <p>c. Producer to consumers direct</p> <p>d. Direct Marketing</p>	a. Indirect Marketing
9	<p>_____ is a pre-testing method of testing advertising effectiveness.</p> <p>a. Readership Test</p> <p>b. Recall Test</p> <p>c. Sales Test</p> <p>d. Check-list Test</p>	d. Check-list Test
10	<p>_____ is a post-testing method of testing advertising effectiveness.</p> <p>a. Check-list Test</p> <p>b. Consumer Jury Test</p> <p>c. Opinion Test</p> <p>d. Recall Test</p>	d. Recall Test
11	<p>Advertising is an element of _____.</p> <p>a. Product</p> <p>b. Pricing</p> <p>c. Promotion</p> <p>d. Distribution</p>	c. Promotion
12	<p>_____ research helps to increase awareness, attract attention and encourage customers to buy the product.</p> <p>a. Distribution</p> <p>b. Promotion</p> <p>c. Pricing</p>	b. Promotion

	d. Supply chain	
13	Media Research is a component of _____. a. Advertising Research b. Pricing Research c. Sales Research d. Distribution Research	a. Advertising Research
14helps to identify consumers' preferences, attitudes and their buying decisions. a. Product Research b. Distribution Research c. Consumer Research d. Brand Research	c. Consumer Research
15techniques are used when it is believed that respondents will not respond to direct questions. a. Survey b. Questionnaire c. Personal Interview d. Projective	d. Projective
16is a systematic study of all those economic and social factors that motives people to buy. a. Distribution Research b. Supply Chain Research c. Motivation Research d. Packaging Research	c. Motivation Research
17research helps the marketers and producers to know their customers. a. Consumer b. Pricing c. Packaging d. Distribution	a. Consumer
18	In _____, group of consumers are asked to rate the advertisements shown to them. a. Consumer Jury Test b. Check-list Method c. Sales Area Test d. Readership Test	a. Consumer Jury Test
19research is concerned with evaluation of advertising effectiveness. a. Product b. Pricing c. Advertising d. Packaging	c. Advertising
20	_____ includes discount, gifts, free samples, lucky draw, prizes etc. used to increase sale of the product. a. Advertising b. Sales Promotion c. Personal Selling d. Sponsorship	b. Sales Promotion
21	In _____ method, companies observe the behaviour of consumers and collect consumer data.	

	a. Personal Interview b. Focus-Group Interview c. Observation d. Surveys	c. Observation
22	Word Association is _____ technique of consumer data collection. a. Survey b. Projective c. Experimentation d. Focus-Group Interview	b. Projective
23	Motivation research is a branch of _____ research. a. Product b. Pricing c. Consumer d. Distribution	c. Consumer
24	_____ is used to test the ability of the viewer to recall an advertising campaign. a. Recall test b. Check-list method c. Readership Test d. Inquiry Test	a. Recall test
25works on the principle of personal and direct contact between salesman and buyers. a. Advertising b. Personal Selling c. Publicity d. Sales Promotion	b. Personal Selling

MODULE III - APPLICATION OF MARKETING RESEARCH -III

1	Sales research is a wider term and includes _____ A. Sales forecasting B. turnover C. product territory evaluation D. Purchase planning.	A. Sales forecasting
2	Sales analysis by ----- is preferred by those companies producing and marketing a wide range of products and services. A. Territory B. Product C. Order size D. Customers.	B. Product
3	Sales analysis by ----- helps to separate wholesalers and retail buyers. A. Customers B. Order size C. Territory D. None of these	A. Customers
4	Sales analysis by ----- helps the company to consolidate position in favorable market. A. Customer B. Area wise	B. Area wise

	<p>C. Order size</p> <p>D. All of these</p>	
5	<p>Sales forecasting is a branch of -----</p> <p>A. Sales research</p> <p>B. Market research</p> <p>C. Sales analysis</p> <p>D. None of these</p>	A. Sales research
6	<p>Sales force method of sales forecasting is also called as-----</p> <p>A. opinion method</p> <p>B. Users expectations</p> <p>C. The grass root approach</p> <p>D. None of these</p>	B. Users expectations
7	<p>----- helps in estimating potential demand for new product.</p> <p>A. Sales research</p> <p>B. Advertising research</p> <p>C. Media research</p> <p>D. Product research.</p>	A. Sales research
8	<p>India rural markets are ----- in nature.</p> <p>A. Homogeneous</p> <p>B. Heterogeneous</p> <p>C. Concentrated</p> <p>D. Reachable</p>	B. Heterogeneous
9	<p>Indian rural consumer is very price-----</p> <p>A. Conscious</p> <p>B. Sensitive</p> <p>C. Indifferent</p> <p>D. None of these</p>	A. Conscious
10	<p>Time factor in research means-----</p> <p>A. Time required to conduct research</p> <p>B. Money available to conduct research</p> <p>C. Delay in conducting research report</p> <p>D. Research expenditure,</p>	A. Time required to conduct research
11	<p>Indian rural markets are developing because-----</p> <p>A. Government support</p> <p>B. Sensitive</p> <p>C. Indifferent</p> <p>D. None of these.</p>	A. Government support
12	<p>PRA stands for-----</p> <p>A. Project rural appraisal</p> <p>B. Participant rural appraisal</p> <p>C. Participatory rural appraisal</p> <p>D. Participatory rural account</p>	B. Participant rural appraisal

13	Internet, library are examples of A. Primary source B. Secondary source C. Secondary data D. Primary data.	B. Secondary source
14	Global marketing research is conducted to identify foreign market opportunities for----- A. Consumer goods B. Industrial goods C. B2B marketing D. All of above.	D. All of above.
15	The rural lifestyle is changing in recent years because of----- A. Rise of income B. decreased literacy rete C. unaffected of media and television D. Non-Government support.	A. Rise of income
16	----- Relation is a comprehensive term and includes publicity. A. Wholesalers B. Retailers C. Public D. Government.	C. Public
17	-----is not paid form of mass communication. A. Publicity B. Advertising C. T.V. advertising D. Newspapers	A. Publicity
18	The company has ----- over publicity of the message, time, frequency and medium. A. <u>No control</u> B. Control C. Fully control D. Systematic control	A. <u>No control</u>
19	Indian Rural markets are ----- over more 5 lakh villages. A. <u>Scattered.</u> B. Concentrated. C. Diversified. D. Sensitive	A. <u>Scattered.</u>
20	Score card id used in research to----- A. Keep record of progress B. Provide feedback C. Keep the research on paper D. Keep the planning and forecasting.	A. Keep record of progress
21	International market is dominated by-----	

	<p>A. MNC's</p> <p>B. Domestic market</p> <p>C. Government companies.</p> <p>D. WTO companies.</p>	A. MNC's
22	<p>.....tries to find out the possible causes related to sales decline.</p> <p>a. Sales research</p> <p>b. Product research</p> <p>c. Advertising research</p> <p>d. Price research</p>	a. Sales research

MODULE IV - MANAGING MARKETING RESEARCH

1	<p>_____ agencies are useful to collect data on vital or specialised research work</p> <p>a. Advertising Agency</p> <p>b. Outside Research Agencies</p> <p>c. Inside Agency</p> <p>d. Sales Department</p>	b. Outside Research Agencies
2	<p>Marketing Research activities of small company are carried by their own _____ Dept.</p> <p>a. Purchase</p> <p>b. Sales</p> <p>c. Production</p> <p>d. Finance</p>	b. Sales
3	<p>_____ is most important factor that affect on Marketing Research activities.</p> <p>a.Respondents</p> <p>b. Budget</p> <p>c.Type of Business</p> <p>d.Market Environment</p>	b. Budget
4	<p>----- is the major lacuna of in-house Marketing research activities.</p> <p>a.Professional Approach</p> <p>b. Management Support</p> <p>c.Work culture</p> <p>d. Induction Training</p>	a. Professional Approach
5	<p>..... Ensures, protection of respondents' privacy during research process.</p> <p>a. Professional Ethics</p> <p>b. Technology</p> <p>c. Money</p> <p>d.Time</p>	a. Professional Ethics
6	<p>_____ is a traditional method of organizing marketing research activities.</p> <p>a. Separate MR Dept.</p> <p>b. MR as a part of Sales Dept.</p> <p>c.MR through Professional Agency</p>	b. MR as a part of Sales Dept.

	d.MIS	
7	In Professional Marketing Research Agencies ____ is responsible for data collection a. Research Director b. Fieldwork Director c. Financial Director d. Client Officer	b. Field Director
8	_____ interference in the functioning of in house research department is a big problem. a. Govt. b. Rival Companies c. Customers d. Management	d. Management
9	_____ having business on large scale prefers to have their own in house marketing research department. a. Small Companies b. Big Companies c. Medium Companies d. Govt. Companies	Medium Companies
10	Effective use of own staff is the major benefit of _____ research Agency . a. Advertising b. Out side c. Non of the above d. In house Research Agency	d. In house Research Agency
11	_____ are being criticized for the mis-use of the findings of the research a. Out side Research agencies b. In hour agencies c. Advertising Agencies d. Sales staff	a. Out side Research agencies
12	_____ is the major feature of Professional Research Agencies. a. Trained & Experience Staff b. Foreign staff c. Huge Staff d. Young Staff	a. Trained Staff
13	To ensure objectivity in research it is better to take services of ____ a. Separate MR Department b. Sales Department c. Professional MR Agencies d. MIS	c. Professional MR Agencies

14	Professional Standards ensures _____ in the activities of Research agencies. a. honesty b. Transparency c. Economy d. Punctuality	b. Transparency
15	_____ conducts national surveys to supply data for formulation of economic policies a. IMRB b. ORG c. NIELSON d. NCAER	d. NCEAR
16	_____ publishes Urban and Rural Market Index. a. MARG b. MRSI c. Hindustan Thompson Associates d. SEBI	c. Hindustan Thompson Associates
17	Operation Research Group (ORG) is considered as leaders in _____ survey. a. Store Audit b. Advertising Audit c. Services Audit d. Retail Audit	d. Retail Audit
18	_____ was established by Dr. Vikram Sarabhai. a. IMRB b. ORG c. Nielson d. NCEAR	b. ORG
19	_____ facilitates to study age, gender, income wise distribution of the respondents. a. Economics b. Geography c. Demography d. Civics	c. Demography