



Y. & M. Anjuman Khairul Islam's
POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University.)
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MBA (SEM - II)
205 MKT: Marketing Research
(MBA 2019 PATTERN)

SHORT QUESTIONS

- Q1) What is marketing research?
- Q2) What tools you use for market research?
- Q3) What is primary and secondary data
- Q4) What is the role of information in marketing?
- Q5) What are the Recent Trends in Marketing Research
- Q6) Define the marketing research problem
- Q7) Explain the concept of Quantitative approach research
- Q8) What is sampling
- Q9) What are the different methods of sampling
- Q10) What are the ethical Issues in Marketing Research
- Q11) What is conjoint analysis
- Q12) What is meant by factor analysis?
- Q13) Explain the different types of factor analysis
- Q14) What is meant by Cluster Analysis
- Q15) What are the benefits of perceptual mapping?
- Q16) write any two efficient and effective advertising and promotion methods to reach existing consumers
- Q17) describe the elements of market demand?
- Q18) What is market demand?
- Q19) Write any 3 different methods of forecasting
- Q20) What is test marketing and when is it used.
- Q21) What should a brand research include?
- Q22) Why is advertising research important?
- Q23) What is the scope of international marketing research?
- Q24) What defines international marketing?
- Q25) What are the problems involved in international marketing research?