

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2023
SECOND SEMESTER

Sub: Marketing Research for Advertising & PR (MADPR 22-204)

Date: 23/12/2023

Total Marks : 40

Time: 2.00 pm to 4.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) What are different types of research? Explain all types of research with example.

OR

B) List out all the steps involved in marketing research process with example.

Q. 2. Write short notes. (Any Three) (15)

1) Qualitative research

2) Quantitative research

3) Snowball sampling

4) Survey

Q. 3. Open Ended Question (10)

If a brand needs to conduct a research to understand their market positions then which type of research is appropriate to conduct this research explain in detail with example.
