

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTERS OF ARTS IN MASS COMMUNICATION**  
**ADVERTISING AND PR**  
**EXAMINATION: MAY - 2024**  
**SECOND SEMESTER**

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

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**Date: 14/05/2024**

**Total Marks : 40**

**Time: 2.00 pm to 4.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

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

**OR**

B) Explain the difference between Exploratory Research, Descriptive and Causal Research Design with example.

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

- 1) Ordinal Scale
- 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 competitors then which type of research is appropriate to conduct this research explain in detail with example.

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