

**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: 11/05/2024**

**Total Marks : 40**

**Time: 10.00 am to 12.00 pm**

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***Instruction:***

*All questions are compulsory.*

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

A) Explain probability and non-probability sampling with example.

**OR**

B) Explain Pre and post research methods with suitable example.

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

1) Importance of research in advertising

2) Interval Scale

3) Content Analysis

4) Review of literature and its use

**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.

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