1. ORG MARG conducted a research to measure awareness among consumers about the recently launched brand of stain remover, 'VANISH'. In which type would you classify the survey?

(1) Product research
(2) Distribution research
(3) **Buyer behaviour research**
(4) Market research

2. Despite carrying less conviction, exaggeration in advertising today is more than a few years ago.

(1) Agree
(2) **Disagree**

3. "Real gusto in a light beer" is a sensory reward promise connected with product-in-use experience.

(1) **True**
(2) False

4. The first evidence of competitive advertising was found in which year?

(1) 1580
(2) 1801
(3) 1650
(4) **1710**

5. Depth interviewing is an expensive and time consuming method.

(1) **Yes**
(2) No

6. When a company wants to build selective demand for a particular brand the advertisement released for this purpose fulfills which of the following objectives?

(1) Informing people
(2) Reminding people
(3) Reinforcing the message
(4) **Persuading people**
7. What does consumerism mean?

(1) Movement of consumers to discourage excessive consumption
(2) Movement of consumers to encourage excessive consumption
(3) Movement of consumers to consume everything
(4) None of the above

8. Out of the following, which are the responsibilities of group moderator during group discussion interviews?

a) To introduce topic for discussion
b) Intervene to encourage respondents
c) To control when the discussion wanders to far off points
d) Controlling powerful personalities from strongly influencing a group

(1) a, c, d
(2) b, c, d
(3) a, b, c
(4) a, b, c, d

9. Calculate the agency compensation on a markup of 17.65% for conducting marketing research costing Rs. 1,00,000.

(1) Rs. 17,000
(2) Rs. 17,650
(3) Rs. 15,000
(4) Rs. 15,650

10. What are the three Starch score predictors in determining communication effectiveness?

(1) "noted", "associated" and "read most"
(2) "noted", "associated" and "remembered most"
(3) "noted", "associated" and "remembered most"
(4) "noted", "associated" and "repeated most"