

Marketing Research

1. Through an unsolicited research, the researcher is trying to convince firm 'X' of its _____ for the proposed research.
 - (1) Want
 - (2) **Need**
 - (3) Availability
 - (4) Requirement

2. Designing the data collection techniques begins only after specifying what information is being sought.
 - (1) **True**
 - (2) False

3. In which scale can data be measured from a base of zero?
 - (1) Nominal scale
 - (2) Interval scale
 - (3) Ordinary scale
 - (4) **Ratio scale**

4. Successful interpretation is based on successful data.
 - (1) **Yes**
 - (2) No

5. The presentation of the data in an easily assimilated and understandable form is called:-
 - (1) Interpretation technique
 - (2) Market research technique
 - (3) **Quantitative analysis technique**
 - (4) None of the above

6. The test complimentary to the Mann-Whitney 'U' Test is called:-
 - (1) **Sighed Rank Test or Wilcoxon Test**
 - (2) Chi-Square Test
 - (3) Kruskal-Wallis Test
 - (4) None of the above

7. A 't' test is used when:-

1. The population's standard deviation cannot be obtained
2. The sample size is greater than 30
3. Only sample data exists on both groups

- (1) **1 & 3**
- (2) 2 & 3
- (3) 1 & 2
- (4) None of the above

8. Which will be the internal data in MIS?

1. Invoice data
2. Commercial data
3. Payroll data
4. Government data

- (1) **1 & 3**
- (2) 1 & 4
- (3) 2, 3 & 4
- (4) All of the above

9. MIS must recognize the _____ of the information.

- (1) Effect
- (2) Value
- (3) **Cost-value ratio**
- (4) Cost

10. It is necessary for the firm to develop an overall product strategy plan based on:-

1. The market requirement
2. The available resources with it
3. Industry structure

- (1) Only 2
- (2) 1 & 2
- (3) **All of the above**
- (4) None of the above

11. Which are the methods used to evaluate the advertising effectiveness of radio and TV media?

1. Coincidental Method
2. Roster Recall
3. Audiometer
4. Diary Method

- (1) 2 & 3
- (2) 1 & 2
- (3) **1, 2, 3 & 4**
- (4) 2, 3 & 4

12. Respondents are presented with different sets of brands in the same product category but at different prices and asked which they would buy. This approach for determining the price is from the:-

- (1) Gabor and Grainer Method
- (2) **Multi-brand Choice Method**
- (3) Buy Response Method
- (4) None of the above

13. Due to the process of liberalization, increasing number of MNCs are setting up base in India, thus indirectly making the Indian brands more aligned with their global counterpart.

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

14. TQM is:-

- (1) Chinese Concept
- (2) **Japanese Concept**
- (3) European Concept
- (4) Indian Concept

- 15.** 1. Colgate is a dominant brand in the Indian dental care market
2. Colgate has greater than 50 percent of the market share in Indian toothpaste market
3. Colgate does not have retail distribution chain
4. Colgate has the highest brand awareness in the industry

Select from below, the correct statement about brand equity measurement applied to Colgate.

- (1) 1 and 3
- (2) **1, 2 and 4**
- (3) Only 3
- (4) 2 and 3