

[Time: 03.00 Hrs]

[ Marks:75 ]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

**Q.1 (A) Read the case study carefully and answer the following questions: (20)**

**Case Study:**

Green Leaf Café recently introduced a limited-time promotional offer to boost sales during the summer season. The promotion included a 20% discount on all beverages and a buy-one-get-one-free offer on select items. The campaign was advertised through social media, email newsletters, and in-store posters. The café aims to evaluate the effectiveness of this promotion in increasing sales and attracting new customers.

To assess the impact, Green Leaf Café collected sales data for the month before and the month during the promotion. They also gathered customer feedback through a short survey that asked about awareness of the promotion, satisfaction with the offers, and overall impact on their visit frequency. The goal is to understand whether the promotional offer led to increased sales and if it successfully attracted new customers.

Additionally, the café plans to compare the promotional period's sales with the same period from previous years to identify any significant changes. They will also segment the sales data by different times of day and customer demographics to see if certain groups were more responsive to the promotion. This comprehensive analysis will provide deeper insights into the promotion's effectiveness and highlight any areas for improvement.

**Questions:**

- a) Describe how you would design a questionnaire to gather feedback on Green Leaf Café's promotional offer. What specific questions would you include to get useful information from customers?
- b) How would you use both primary and secondary data to evaluate the effectiveness of Green Leaf Café's promotional offer? Explain what types of data you would use and how they would help in assessing the promotion's impact.

- Q.2 Attempt any Two of the following: (10)**
- (a) What do you mean by Marketing Research? Explain its importance.
  - (b) Why is there a need for marketing research in businesses?
  - (c) Describe the role of data collection in the marketing research process.
- Q.3 Attempt any Two of the following: (10)**
- (a) What is brainstorming, and how is it used in marketing research?
  - (b) Define an in-depth interview.
  - (c) What does the term 'concept under tests' refer to in marketing research?
- Q.4 Attempt any Two of the following: (10)**
- (a) What are some key considerations when designing a questionnaire for a marketing survey?
  - (b) What types of questions can be used in a questionnaire?
  - (c) What are the advantages of using secondary data in marketing research?
- Q.5 Attempt any Two of the following: (10)**
- (a) What do you mean by Market Segmentation?
  - (b) Explain the importance of Product Research.
  - (c) Write short note on Pricing Research Method.
- Q.6 Attempt any Two of the following: (10)**
- (a) What is advertising research, and what is its purpose?
  - (b) What is copy testing, and why is it used in advertising research?
  - (c) What is brand Equity research, and why is it important for businesses?
- Q.7 Attempt any Two of the following: (10)**
- (a) What is a forecasting model, and why is it used in marketing research?
  - (b) What is logistic regression?
  - (c) Write short note on Discriminant Analysis.
- Q.8 Write Short note on any Three of the following: (15)**
- (a) Scope of Marketing Research
  - (b) Primary Research
  - (c) Secondary Research
  - (d) In-Depth Interview