

Please check whether you have got the right question paper.

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

Q.1 Solve the below given Case Study: (20)

A three-star hotel located in Delhi has been experiencing a decline in its occupancy during the past one year. The management has recently reviewed the problem and is seriously considering to attract business executives as also to provide adequate facilities for holding business conferences, workshops etc. Since, this would involve some renovation of the existing building in addition to new furniture and equipment, the management wants to be cautious in undertaking such expenditure. Since its inception several years ago, the hotel has been maintaining a complete record of its guests. When a person visits the hotel for the first time, details such as his name, age, gender, permanent address, purpose of visit and duration of the stay are dated and recorded on the same card. The guest files has expanded tremendously containing over 8000 cards. The management wants to make use of this readily available information along with any additional information necessary in this regard.

Assuming that the management has entrusted you with the job, answer the following questions.

- (a) Describe the steps you would take to design an effective questionnaire that can gather the necessary information from the hotel's guests regarding their preferences, needs, and expectations related to business executive services and conference facilities. Highlight the key considerations for selecting appropriate scales for measurement.
- (b) Explain how the hotel management can utilize secondary sources of marketing data to gain insights into the target market of business executives.

Q.2 Any two from (a) or (b) or (c): (10)

- (a) What do you mean by Marketing Research? Explain its importance.
- (b) Describe primary data and its role in research and data collection?
- (c) What do you mean by Brand Equity Research? Explain its components and benefits.

Q.3 Any two from (a) or (b) or (c): (10)

- (a) Explain the process of Questionnaire design.
- (b) Define an in-depth interview.
- (c) Elaborate the concept of Campaign Tracking Research.

Q.4 Any two from (a) or (b) or (c): (10)

- (a) Explain the Marketing Research Process.
- (b) Explain the process of conducting Corporate Image Research.
- (c) What are some commonly used methods for collecting secondary data in research studies.

Q.5 Any two from (a) or (b) or (c): (10)

- (a) What do you mean Copy Testing? Explain the various techniques of Copy Testing.
- (b) What are some different brainstorming techniques and how do they differ from one another?
- (c) Explain steps for brand valuation.

Q.6 Any two from (a) or (b) or (c): (10)

- (a) Write a short note on Types of Positioning strategies.
- (b) Explain types of Market segmentation with examples.
- (c) Explain different types of advertising media research.

Q.7 **Any two from (a) or (b) or (c):** **(10)**

- (a) Explain different stages of conducting advertising research.
- (b) What are the various forecasting methods?
- (c) Write short note on Discriminant Analysis.