

1 (a) Explain Inner and Outer care of brand identity with example. 7
 (b) Discuss the various dimensions of brand image. 7

OR

1 (a) Define Brand Architecture. Explain how on organisation structure & names its brands. 7
 (b) Draw and discuss brand identity prism. 7

2 (a) Disucss the advantages and disadvantages of secondary data. 7
 (b) Explain the various survey methods used in primary data collection. 7

OR

2 (a) Draw and discuss marketing research process. 7
 (b) Write a detailed note on Focus group interview. 7

3 (a) Discuss data preparation process. 7
 (b) Explain the different non-probability sampling techniques. 7

OR

3 (a) Discuss questionnaire design process. 7
 (b) What is measurement and scale. Discuss primary scales of measurement. 7

4 (a) Draw and discuss the service Flower. 7
 (b) Explain the characteristics of Service. 7

OR

4 (a) Discuss the Gap Analysis model. 7
 (b) Discuss the reasons for growth of services in India. 7

5 MCQ (Any seven) :

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(1) can be thought of as on additional cash How achieved by associating a brand with the underlying product or service.
 (a) Brand Image (b) Brand portfolio (c) Brand equity (d) Brand position

(2) means brand's physical attributes.
 (a) Brand personality (b) Brand Image (c) Brand Recognition (d) Brand Physique

(3) is the unique set of brand associations that represents what the brand stands for and promises to customers.
 (a) Brand Identity (b) Brand Iamge (c) Brand Architecture (d) Brand Awareness

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(4) means all the elements of the population get equal chance of being selected in the sample.
(a) Probability sampling (b) Non-probability sampling (c) stratified sampling
(d) Judgemental sampling

(5) In terms of selecting a sample, the is defined as the group from which a sample is drawn
(a) Probability (b) Universe (c) Quota (d) None of the above

(6) is a framework or blueprint for conducting the marketing research project
(a) Research (b) Research report (c) Research design (d) None of the above

(7) What type of research is used to test hypothesis about cause and effect issues?
(a) Descriptive research (b) Causal research (c) Conclusive research (d) Exploratory research

(8) is known as a 7-point rating scale with end points associated with bipolar labels that have semantic meaning.
(a) Ratio scale (b) Likert scale (c) Itemised rating scale (d) Semantic differential scale.

(9) A primary scale of measurement that can rank elements but provides no distance origin is known as scale.
(a) Interval (b) Ordinal (c) Ratio (d) Likert

(10) The service marketing triangle consists of Internal, external and marketing.
(a) Intermediary (b) Interactive (c) Electronic (d) Rural marketing

(11) Most of the services can not be stored for future sale or use, and hence they are
(a) Variable (b) Inseparable (c) Intangible (d) Perishable.

(12) The Gap between perceived services and expected services is known as
(a) Perceived service quality Gap (b) Management perception Gap (c) Quality specification Gap
(d) Service delivery Gap
