



SOMAIYA

VIDYAVIHAR UNIVERSITY

Somaiya School of Humanities and Social Science

QUESTION PAPERS

BRANCH: Bachelor of Arts (Mass Communication & Journalism) – BAMCJ (HONS)	SEM: VI
	JAN-2023

Sr. No.	Subject	Available
1.	131U08C603 – Advertising Marketing Research	
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		



LIBRARY



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (August 2022 to December 2022) Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code:40 Programme: BAMCJ(H)	Class: TY	Semester: VI
Name of the Constituent College: SKSC	Name of the Department: MASS COMMUNICATION	
Course Code: 131U08C603	Name of the Course: Advertising Marketing Research	
Duration: 2 Hrs.	Maximum Marks: 60	

Question No.		Max. Marks
Q.1	Prepare a questionnaire of 20 questions using various scales on the research topic of “The status of Product Packaging's Role in Competitive Marketing Strategy with reference to Plum Skin Care Products In Mumbai: An evaluation	15
Q.2	a) Explain the difference between market research and marketing research with suitable examples. OR b.) Write a comprehensive note on scaling and various scaling techniques used in the research process with relevant examples.	15
Q.3	a.) What is sampling? Delineate the distinct types of sampling methods used in social science research. OR b.) Demonstrate the structure of research report in brief with relevant examples	15
Q.4	Write short notes on any three of the following? a. SWOT Analysis b. Blue ocean strategy c. marketing mix d packaging research e. panel interviews	5X5=15