

This question paper contains 4 printed pages.]

Your Roll No.

1973

A

MIB/II Sem.
Course 525—INTERNATIONAL
MARKETING RESEARCH
(Admissions of 2004 and onwards)

Time : 3 Hours

Maximum Marks : 70

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

All five questions must be attempted.

All questions carry equal marks.

*Write serial number of the part (i.e., a, b, c, d)
of each question attempted.*

1. (a) Is international marketing research more complex than domestic marketing research? Explain with suitable examples. 7

And

- (b) What is the role of equivalence in international marketing research? Explain the different types of equivalence which a researcher may try to achieve to ensure cross national comparability? 7

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Or

- (c) Your director has asked you to prepare the Research Design of a research project to formulate a market entry strategy for export of a consumer product which is under your charge. Briefly present your research plan choosing any product/market you are familiar with. 10

And

- (d) As part of the same task prepare a time and cost budget for the plan for presentation to your director. 4
2. (a) Distinguish between Marketing Research Process and Research Design and explain how they differ from each other. 7

And

- (b) How is preparation of a questionnaire for international consumer research in different countries different from preparing one for the domestic market? 7

Or

- (c) How will the first three steps of the marketing research process change depending upon the purpose of the research? Discuss with reference to (i) defining an apparent problem, (ii) identifying a profitable market opportunity, (iii) formulating a marketing plan, (iv) choosing between alternative courses of action? Can the changes be compared by analogy with some dance forms? 9

And

- (d) Distinguish between probability and non-probability type of sampling methods. What type of methods would you normally use in a developing country market and why? 5
3. (a) How important is the International Marketing Information System for a firm involved in a number of foreign markets? Discuss with reference to its usefulness in its marketing activities. 7

And

- (b) What are the issues relevant in multi-country data analysis with reference to validity and comparability. 7

Or

- (c) What is consumer attitude and what are the different techniques to measure consumer attitudes? 7

And

- (d) What considerations need to be kept in mind while developing scales for cross country consumer research? 7
4. (a) Differentiate between product testing and test marketing. What issues should one keep in mind while developing a test-marketing plan? 7

And

- (b) What are the main ethical issues confronting different stakeholders in International Marketing Research? 7

Or

- (c) Explain the usefulness of advertising research. How will you go about to measure advertising effectiveness before you commence advertising in a new foreign emerging market for your product? 7

And

- (d) "Internet can be a formidable tool for in international marketing research." Discuss this statement with suitable examples. 7
5. Write notes on any *four* of the following :
- (a) EMIC vs ETIC
 - (b) Essentials of a Good Research Report
 - (c) Language problems in conducting overseas research
 - (d) 'Four group six study experimental research design'
 - (e) Product Research
 - (f) Multivariate Data Analysis Techniques
 - (g) Distinguish between Exploratory and Conclusive Research
 - (h) Data Editing and Coding