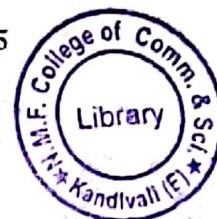


Time :- 2 ½ hours

Marks:- 75



Note:-

- 1) All questions are compulsory.
- 2) Figures on the right indicate marks.
- 3) Calculators are allowed.

Q. 1 Case study

- a. "Learning Craft" is an e-learning application focussing on skill-based programs for youth associated with National Skill Development Corporation (NSDC). They are launching new courses, especially short-term certificate courses with internship cum job after the completion of the course. They have expansion plans targeting second-tier cities in India. As a researcher suggest appropriate research design, sampling method, and research process to facilitate the expansion plan of "Learning Craft" application. (10)
- b. A survey on the heights (in cm) of 50 boys of class FYBAMMC was conducted at a college and the following data were obtained. Find the Mean, Median, Mode and range of the above data. (5)

Height (in cm)	120-130	130-140	140-150	150-160	160-170	Total
No of boys	2	8	12	20	8	50

OR

- c. Driving or riding in a vehicle in India is becoming dangerous as a result of the country's growing population and rising vehicle fleet. The number of traffic accidents in India is alarmingly high, especially in Maharashtra. Design a questionnaire to understand people's awareness of Rules of road regulation and guidelines to be followed while driving a vehicle. (8)
- d. "Smartphone addiction as an emerging behavioural form of addiction among teens in India". Write a report analyzing the validity of the statement. (7)

Q.2 Answer the following:-

- a. Discuss Observation as a primary data collection method. (8)
- b. What is pricing research and explain the measures of pricing research? (7)

OR

- c. Discuss the various physiological testing methods used in advertising research. (8)
- d. What are measures used in post-testing? (7)

Q.3 Answer the following:-

- a. What are the challenges faced in pre-testing in advertising research? (8)
- b. Explain the various methods of conducting product testing? (7)

OR

- c. Describe projective techniques and its implication in research process. (8)
- d. What is copy research and explain various methods used under copy research? (7)

Q.4 Answer the following:-

- a. "Non-probability sampling is method of selecting sample on basis of subjective judgment rather than random selection", explain the statement and types of methods used under non-probability sampling. (8)
- b. What is research report writing and elaborate the components included in research report? (7)

OR

- c. What are the guidelines for formulating a good questionnaire and describe types of questions that can be incorporated in the questionnaire? (8)
- d. What is research design and elaborate on types of research design? (7)

Q.5 Short notes: - (Any three)

(15)

- a. Literature Review.
- b. Experimental Research.
- c. Types of Hypotheses.
- d. Qualitative Vs Quantitative Research.
- e. Primary Research.