

Unit Test I
(Odd Semester 2022-23)

Class: F. Y. MBA IEV Semester I

Course Code: MIV1050

Course Name: Marketing Research

Date: 22/12/22 (11.45 am to 12.45 pm)

Max Marks: 25

Instructions: 1) All questions are compulsory 2) Figures to the right indicate maximum marks
3) Assume suitable data if not given

| Q. No. | Question Statement | Marks | CO. No. |
|--------|---|-------|------------|
| Q.1 | Elaborate various Bases of Segmentation. With suitable Example. | 9 | CO1 CO2 |
| Q.2 | Write short note with suitable example (Any Two) a) Marketing Mix b) Target Marketing a) Needs, Wants & Demand of customers | 8 | CO1 CO2 |
| Q.3 | Illustrate the different techniques involved in defining the Research Problem with suitable justification. | 8 | CO1 CO2 |

