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MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER- 2025
SECOND SEMESTER
Sub: Marketing Research for Advertising & PR (MADPR 22-204)

Date: 29/12/2025

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) List out all the steps involved in marketing research process with example.

OR

B) Explain the difference between Exploratory Research, Descriptive and Causal Research Design with example.

Q. 2. Write short notes. (Any Three) (15)

- 1) Ordinal Scale
- 2) Quantitative research
- 3) Snowball sampling
- 4) Survey

Q. 3. Open Ended Question (10)

If a brand needs to conduct a research to understand their competitors then which type of research is appropriate to conduct this research explain in detail with example.
