

210175

**MASTER OF VOCATION**  
**Entrepreneurship**  
**Subject: Marketing Strategy and Research**  
**Subject Code: MED806**  
**Semester: First**  
**January 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

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**Instructions to the Students**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

<b>Roll Number</b>									

**SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)**  
**(10x2=20 Marks)**

- A Difference between applied research and basic research.
- B What do you mean by cost of information?
- C What are main characteristics of a good sample?
- D Differentiate between research proposal and research paper.
- E What is meant by social marketing?
- F What do you mean by brand equity?
- G What is the role of CEO in the strategic management process?
- H Differentiate between goals and objectives of business.
- I How should a vision statement look like?
- J Describe the concept of change management.

**SECTION -B (ESSAY TYPE QUESTIONS)**  
**(5x10=50 Marks)**

- Q1 What are the essential differences among nominal, ordinal, interval and ratio scales? How do these affect the statistical analysis techniques?
- Q2 What is the importance of sampling in solving business problems? Critically examine the well-known methods of probability sampling and non-probability sampling?
- Q3 Describe briefly: online marketing and marketing information system.
- Q4 Explain briefly: (a) Research characteristics and (b) Changes being observed in marketing research in present century.
- Q5 What do you understand by strategic intent? Discuss the hierarchy of strategic intent?
- Q6 Discuss important core competencies needed in business. Why is strategic management important?
- Q7 Difference between Organisational Culture and Organisation Change and explain its Significance of organisation with example.
- Q8 Write short Notes on.  
a) Situational leadership model  
b) Managerial Grid

**\*\*\*\*\*END OF PAPER\*\*\*\*\***