

**MS - 66**

**Management Programme (MP) /  
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT  
For  
July 2025 and January 2026 Semesters**

**MS - 66: MARKETING RESEARCH**

**(Last date of submission for July 2025 Semester is 31<sup>st</sup> October 2025  
and for January 2026 Semester is 30<sup>th</sup> April, 2026)**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 66</b>
<b>Course Title</b>	<b>:</b>	<b>Marketing Research</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS - 66/TMA/JULY/2025</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31<sup>st</sup> October 2025 and for January 2026 Semester is 30<sup>th</sup> April, 2026.**

1. Briefly comment on the problems faced by researchers in conducting marketing research in India?
2. Discuss the different aspects of classification of data. What are the likely problems encountered in the classification and how they can be handled?
3. What sort of marketing information can be collected with the help of a questionnaire? Explain the meaning of open-ended and closed-ended question.
4. Describe some marketing research problems that you feel may be amenable to conjoint analysis and explain how you would use conjoint analysis in these situations.
5. What design would you use for following situations? Justify your answer.
  - a) Test whether the coloured newspaper advertisement is more effective than the black and white advertisement?
  - b) Determine the type of customers who would be the first adopters of a newly introduced brand?