



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.COM. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2015

CO 6602 – MARKETING RESEARCH

Date : 25/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Explain the following terms in about 50 words each:

(10x2=20 marks)

1. Marketing Research.
2. Sampling Unit.
3. Marketing Information System.
4. Research Design.
5. Exploratory Research.
6. Structured Questionnaire.
7. Observation Method in data collection.
8. Market Report.
9. Appendices.
10. Descriptive Research.

PART – B

Answer any FOUR questions:

(4x10=40 marks)

11. Discuss the essential characteristics of a good research report.
12. Explain the need and importance of marketing research.
13. Highlight the various characteristics of good marketing research.
14. Explain the importance of exploratory research in a marketing management.
15. What is a questionnaire? Explain the essentials of a good questionnaire.
16. Briefly discuss the problem definition and why it is the most important task in marketing research project?
17. What is sampling? Explain the various methods of sampling.

PART – C

Answer any TWO questions:

(2x20=40 marks)

18. Describe the different types of research.
19. Discuss the components and structure of a research report.
20. Explain the different steps involved in marketing research process.
21. What is meant by Primary data? Explain the various methods of primary data collection practices, in marketing research.

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