



Date: 21-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART -A

(10 x 2 = 20 Marks)

ANSWER ALL THE QUESTIONS

1. List out any two distinction between market research and marketing research?
2. What are the sources of marketing information?
3. Bring out marketing research benefits on the management?
4. Define the “research design”?
5. Write notes on: 1. Exploratory research and 2. Descriptive research.
6. What is meant by pure research?
7. Point out a few essentials of sampling.
8. Define an interview.
9. Define a marketing research report.
10. What is ‘research process evaluation’?

PART - B

(4 x 10 = 40 Marks)

ANSWER ANY FOUR QUESTIONS

11. Elaborate the objectives of marketing research.
12. Discuss briefly, the seven steps in designing a research project.
13. What are the merits and demerits of descriptive research?
14. How would you determine the sample size?
15. Point out the various types of observation.
16. How do you make an interview successful? What are the points that are taken into account?
17. Discuss the qualities of a good marketing research report, with suitable examples.

PART - C

(2 x 20 = 40 marks)

ANSWER ANY TWO QUESTIONS

18. Elaborate the merits and limitations of sampling, over census.
19. Distinguish between questionnaire, and a schedule.
20. How do you make an observation successful? State the merits and limitations of the observation Method.
21. Describe the contents of a marketing research report.

\$\$\$\$\$\$