

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – NOVEMBER 2015**

**CO 6602 - MARKETING RESEARCH**

Date : 11/09/2015  
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer ALL the questions:

(10 x 2 = 20)

1. Define Marketing Research.
2. List the need for marketing research.
3. Distinguish between market research and marketing research.
4. What is meant by situation analysis?
5. Distinguish between exploratory research and experimental research.
6. State the components of marketing research design.
7. Mention the limitations of interview method of data collection in marketing research.
8. What is meant by pre-testing of questionnaire?
9. List the qualities of a good research report.
10. Is the case study method useful in marketing research?

**PART – B**

Answer any FOUR questions:

(4 x 10 = 40 marks)

11. Discuss the scope of marketing research.
12. What are the managerial uses of marketing research?
13. Explain the benefits of marketing research.
14. Discuss the historical research method along with its limitations.
15. Explain the features of Experimental Research.
16. Discuss the sources of data for marketing research.
17. Develop a marketing research design for a study on the effectiveness of advertisement on Consumers.

**PART – C**

Answer any TWO questions:

(2 x 20 = 40 marks)

18. Discuss the marketing Research Process in detail.
19. Examine the various approaches available for conducting marketing research.
20. Explain how you would plan and conduct a survey for collecting primary data for marketing research to identify the scope for a new product.
21. Explain the procedure to be followed while preparing a Research Report.

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