



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – NOVEMBER 2016

CO 6602 – MARKETING RESEARCH

Date: 16-11-2016
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

Answer ALL Questions:

(10 X 2 = 20)

1. Define Marketing Research.
2. What is Marketing Performance Research?
3. What are the objectives of MIS?
4. What are the two levels at which the Marketing Research must be evaluated and controlled?
5. What are the types of MIS?
6. What are the four phases of Research Design?
7. Why do sampling error arise?
8. How will you classify the data for Marketing Research?
9. What are the different types of Questionnaires?
10. Define Research Report.

PART- B

Answer any FOUR Questions:

(4 X 10= 40)

11. What are the features of a good Marketing Research?
12. Distinguish between Marketing Research and Marketing Information?
13. What are the common research errors which are likely to arise during the course of research study?
14. Explain the methods of obtaining Primary Data.
15. What are the factors influencing the selection of a suitable method for Marketing Research?
16. State the reasons for why Personal Interview method is superior to other methods?
17. Discuss the principles of Report Writing.

PART- C

Answer any TWO Questions:

(2X 20= 40)

18. Discuss the factors that have contributed to the growth of Marketing Research.
19. Describe the merits and demerits of Marketing Research.
20. Discuss in detail the various methods of sampling with its merits and demerits.
21. Describe the steps in Report Writing.
