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F – 5495

Reg. No. :

Name :

Third Semester M.Com. Degree Examination, February 2019
Paper – I : CO 231 M MARKETING RESEARCH
(2015 Admission Onwards)
Elective : Marketing

Time : 3 Hours

Max. Marks : 75

PART – A

Answer **all** the questions. **Each** question carries **2** marks.

1. Describe research design.
2. What is critical value ?
3. Discuss omnibus surveys.
4. What do you mean by snow ball sampling ?
5. Describe glossary.
6. Explain positioning research.
7. What are the factors to be considered while selecting secondary data ?
8. Briefly explain uses of internet interviews in marketing research.
9. What are the two major uses of test marketing ?
10. Explain the term product research. **(10×2=20 Marks)**

PART – B

Answer **any five** of the following questions. **Each** question carries **5** marks.

11. Describe the role of marketing research in managerial decision making.
12. What are the factors considered while deciding a particular sales forecasting method ?
13. Explain various personal interview methods in marketing research.
14. State the application of observation in marketing research.



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15. Discuss non probability sampling techniques.
16. Distinguish basic and applied research.
17. What are the precautions taken by the researcher while interpreting the data and information ?
18. Explain the points to be considered while designing a questionnaire.

(5×5=25 Marks)

PART – C

Answer **any two** of the following questions. **Each** question carries **15** marks.

19. Define market research. Explain marketing research process.
20. Discuss the purpose and testing of hypothesis in marketing research.
21. What do you mean by multivariate analysis ? Explain different types of multivariate analysis.
22. Define a research report. Explain the steps required in report writing.

(15×2=30 Marks)

