

FINAL YEAR B.Com. DEGREE EXAMINATION, MARCH/APRIL 2005

B-II—Marketing

Paper XIV— MARKETING RESEARCH

(New Scheme)

Three Hours

Maximum : 80 Marks

Section A

*Answer any ten. Each question carries 1 mark.**Answer in one or two sentences each.*

Define a market.

Define marketing mix.

What is consumer's behaviour ?

Define a marketing system.

Define marketing research.

What do you mean by Advertising research ?

What do you mean by the term 'Universe' ?

What is Cluster Sampling ?

What is meant by Desk Research ?

What is dispersion ?

Define product research.

What is sales forecast ?

(10 × 1 = 10 m)

Section B

*Answer any ten Each question carries 4 marks.**Answer not to exceed one page each.*

What are the benefits of modern concept of marketing ?

What are the various methods of selling ?

What is meant by marketing information system ?

16. What are the various kinds of marketing research ?
17. What are the qualities of a good sample ?
18. What are the demerits of sampling methods ?
19. What is meant by experimentation method ?
20. What is meant by integrated marketing ?
21. List out various methods used for collection of primary data.
22. What are the requisities of a good report ?
23. Explain briefly the steps in marketing research.
24. What are the factors influencing sample size decisions ?

(10 × 4)

Section C

*Answer any two. Each question carries 15 marks.
Answer not to exceed four pages.*

25. Explain briefly the various methods of sampling.
26. What is the importance of marketing information system ? Discuss.
27. What is Sales Research ? Explain its main components and procedure.

(2 × 15)