



21100113

QP CODE: 21100113

Reg No : .....

Name : .....

**BCOM DEGREE (CBCS ) EXAMINATION, FEBRUARY 2021**

**Fifth Semester**

**Optional Core - CO5OCT05 - MARKETING RESEARCH**

B.Com Model I Marketing, B.Com Model II Marketing

2017 Admission Onwards

2D5A9DE2

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by Research?
2. State any two objectives of marketing research.
3. Define Research design.
4. Differentiate between dependent and independent variable.
5. What is formal experimental design?
6. What is census method?
7. What is questionnaire?
8. What is ratio scale?
9. Define Hypothesis
10. What is Chi-square test?
11. What is foot notes?
12. What is an Executive Summary?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the steps involved in marketing research.





14. What are the Limitations of Marketing research?
15. Explain the features of good research problem.
16. Explain different types of research design.
17. Describe the process of drawing a sample?
18. Distinguish between Primary and Secondary data.
19. Explain the objectives of classification.
20. What are the functions of SPSS?
21. Shortly describe the classification of research report

(6×5=30)

### Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the applications of marketing research
23. What is probability sampling? Explain the various types of probability sampling.
24. Three varieties of crops A,B,C are tested in a randomized block design with four replications: The yields are given below.

| Variety | Replications |    |     |    | Total |
|---------|--------------|----|-----|----|-------|
|         | I            | II | III | IV |       |
| A       | 6            | 4  | 8   | 6  | 24    |
| B       | 7            | 6  | 6   | 9  | 28    |
| C       | 8            | 5  | 10  | 9  | 32    |

Test whether there is difference between varieties. Test also whether the yield of A differs significantly from that of B.

25. What is a research report and what are the qualities of a good research report?

(2×15=30)

