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Register Number:

Name of the Candidate:

M.Com. DEGREE EXAMINATION, May 2015

(MARKETING)

(SECOND YEAR)

240 / 640 : MARKETING RESEARCH

(Old Regulations / New Regulations)

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer any FIVE questions

(5 × 8 = 40)

1. How does organisations benefit by marketing research?
2. State the various types of "Marketing Research design".
3. What are the sources of secondary data?
4. Narrate the different types of measurement.
5. Specify the functions of Hypothesis.
6. Mention the various forms of interpretation.
7. Write the principles of report writing.
8. What is meant by "Distribution research"? Mention its features.

SECTION - B

Answer any THREE questions

(3 × 20 = 60)

9. Explain briefly various types of sampling methods.
10. Define "Schedule". How does it differ from "Questionnaire"?
11. Summarise the statistical tools used for analysis in marketing research.
12. Enumerate the different steps involved in writing "Research report".
13. Write a detailed note on:
 1. Motivation research
 2. Product research.

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