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Register Number :

6881

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(MARKETING MANAGEMENT)

(SECOND YEAR)

220 — MARKETING RESEARCH

Time : Three hours

Maximum : 75 marks

SECTION A

(5 × 3 = 15)

Write a short note on any FIVE

1. (a) Research objectives.
- (b) Convenient sampling.
- (c) Secondary data.
- (d) Tabulation of data.
- (e) Interpretation of data.
- (f) Diagrammatical presentation.
- (g) Marketing research consultancies.
- (h) Pricing Research.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

All questions carry equal marks.

2. Distinguish between judgmental and convenience sampling.
3. What options are available for researcher for collecting data?
4. Explain the purpose of editing and coding
5. Explain the procedure for computing frequencies.
6. Describe the guidelines for report writing.

SECTION C**Answer any ONE question.****(1 × 15 = 15)**

7. Explain the use of multidimensional scaling in attitude measurement.
8. Discuss the classification of hypothesis testing procedure.
9. What are the different methods of sales analysis? Will the method differ for a product having a niche market and national market?

SECTION D**(Compulsory)****(1 × 15 = 15)**

10. “The recent development in the Indian market have forced many organisation to contribute on marketing research” — Elucidate.
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