Total No. of Pages: 1

Register Number
Name of the Candidate:

6881

M.B.A. DEGREE EXAMINATION, May 2015

(MARKETING MANAGEMENT)

(SECOND YEAR)

220: MARKETING RESEARCH

Time: Three hours   Maximum: 75 marks

SECTION-A   (5×3=15)
Answer any FIVE questions

1. Define Marketing Research.

2. Define Sampling Errors.

3. Define methods of data collection.

4. Define Hypothesis.

5. Define types of reports.

6. List out three distribution issues in marketing research.

7. Define product research.

8. Define promotion research.

SECTION- B   (3×10=30)
Answer any THREE questions

9. Explain the importance of marketing research.

10. Explain formulation and testing of hypothesis.

11. Write steps involved in report writing.

12. Write in detail about the role of marketing research agencies.

13. Explain steps involved in distribution research.

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

14. Explore in detail about various tools used for data collection.

15. Explain in detail about Editing, coding and tabulating.

16. Explain what are the principles employed in report writing.

SECTION- D   (1×15=15)
(Compulsory)

17. Design a questionnaire for the study, "Customer preference in purchasing two wheelers".

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