

Q.P. Code : 73863

(2½ Hours)

[Total Marks : 75

- .B. : (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

Answer any two of the following questions : 15

- What is marketing research? Explain its functions.
- Describe the scope of marketing research.
- What is Marketing Information System? Explain its need.

Answer any two of the following questions : 15

- Explain the steps in formulating research design.
- What is a questionnaire? Give essentials or features of a good questionnaire.
- Discuss various types of questions used in a questionnaire.

Answer any two of the following questions : 15

- What is Primary Data? What are its advantages?
- What is a Consumer Panel? Describe its types.
- What are the sources of collecting secondary data?

Answer any two of the following questions : 15

- What is editing of data? Explain its need.
- Distinguish between Hand Tabulation and Machine Tabulation.
- Describe contents / format of a typical research report.

(a) Rewrite the statements by choosing the appropriate option : 5

- _____ provides information which is available within the company.
(Internal Records, Marketing Intelligence, Marketing Research)
- _____ Research is undertaken to know the present situation or the characteristics of a group, community or users of a product.
(Exploratory, Descriptive, Experimental)
- _____ transforms raw data into symbols that can be counted.
(Tabulation, Coding, Classification)

TURN OVER

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4. _____ reports can be presented with the help of audio - visual aids.
(Oral, Written, Technical)
5. _____ research is one of the aspects of advertising research.
(Sales, Market, Media)

(b) State whether the following statements are **True** or **False** :

5

1. Marketing research cannot study each and every type of business problems.
2. In structured interview, the interviewer gets freedom to ask additional questions or omit them or change the order of questions.
3. Dealer survey is undertaken to identify and finalise channel objectives and functions.
4. Round charts are also called as pie charts.
5. Office editing is very useful to locate errors on the spot and improve the quality of data.

(c) Match the columns :

5

Group 'A'	Group 'B'
(1) Personal Interview	(a) Larger area coverage
(2) Mail Survey	(b) Personal and detailed information
(3) Telephone Interview	(c) Garbage Analysis
(4) Observation Method	(d) Data from professionals and executives
(5) Experimental Method	(e) Internal records
	(f) Cause and effect relationship