



21101662

QP CODE: 21101662

Reg No :

Name :

B.COM DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATION, JULY 2021

Fifth Semester

Optional Core - CO5OCT05 - MARKETING RESEARCH

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

2018 Admission Only

920A6209

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Define Research.
2. State any two limitations of marketing research
3. Define Research design.
4. What is Research Hypothesis?
5. What do you mean by exploratory research design?
6. Define sampling.
7. What is Judgement sampling?
8. What is nominal scale?
9. What is stub?
10. What is SPSS?
11. What is a Technical Report?
12. What is an Executive Summary?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Briefly state the difference between market research and marketing research.





14. Explain the steps involved in marketing research.
15. Explain the sources of research problems.
16. Explain the types of experimental designs and control.
17. Explain the various steps in sample design process.
18. What are the advantages of primary data over secondary data?
19. Explain type I and type II errors.
20. Explain the procedure of testing independence of two attributes.
21. Describe various steps in report writing.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the applications of marketing research.
23. What is secondary data? What are the different sources for collecting secondary data?
24. Following table gives the monthly sales (in thousand rupees) of a certain firm in three states by its four salesmen:

States	Sales			
	A	B	C	D
Kerala	5	4	4	7
Tamil Nadu	7	8	5	4
Karnataka	9	6	6	7

Set up an analysis of variance table for the above information. Calculate F-Coefficients and state whether the difference between sales affected by four salesmen and the difference between sales affected in three states are significant.

25. Describe functions and importance of report writing

(2×15=30)

