

**COURSE CODE - 2030614**  
**PG DEGREE EXAMINATION - JAN 2009**  
**MBA (EXE)**  
**MARKETING RESEARCH (ELE)**

(For Candidate Admitted from Calendar 2007 On wards)

**Time: 3 Hours**

**Max.Marks:75**

**Section-A**

**Answer all the Questions:**

**15 X 1 = 15**

1. Define research?
2. What do you mean by market research?
3. State some of scope of marketing research?
4. What are the types of research?
5. What is primary data?
6. Define attitude?
7. Define sampling?
8. Define coding?
9. What is survey?
10. What are the types of scales?
11. Define hypothesis?
12. What is research report?
13. Define forecasting?
14. Define product life cycle?
15. What is Bibliography?

**Section-B**

**Answer any Five Questions:**

**5 X 6 = 30**

16. a. Describe the nature and scope of marketing research?

**(Or)**

- b. State the limitations of marketing research?

17. a. Describe marketing research process?

**(Or)**

- b. What are the advantages of marketing information system?

18. a. Distinguish between primary data and secondary data?

**(Or)**

- b. Explain the methods of collecting primary data?

19. a. Explains the methods of research design-explain?

**(Or)**

- b. Describe in detail 'dos' and 'don'ts' with regard to a researches presentation in written and oral forms?

20. a. Describe product mix research?

**(Or)**

- b. What are the limitation of motivation research?

**Section- C**

**Answer any Two Questions:**

**2 X 15 =30**

21. Explain in detail the role of marketing research in India?
22. Describe the various steps involved in marketing research?
23. Define questionnaire. What are the important principles of framing questionnaire?
24. Describe the various steps in writing a research report?
25. Describe various methods of forecasting the sales of the product of a company?