

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2010

CO 6602 - MARKETING RESEARCH

Date & Time: 20/04/2010 / 9:00 - 12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions

(10 x 2 = 20 marks)

1. Identify any two important areas of Marketing Research.
2. What is internet survey?
3. Distinguish between Primary data and Secondary data.
4. What is random sampling?
5. What is exploratory research?
6. State the difference between market research and marketing research.
7. Explain briefly a marketing research plan.
8. What are interview schedules?
9. Write a brief note of marketing information system.
10. What is pilot study?

PART – B

Answer any FIVE questions

(5 x 8 = 40 marks)

11. Write a note on the observation method of primary data collection. Give examples.
12. What is Marketing Information System? Bring out the differences between Marketing Research and Marketing Information System.
13. Explain briefly the different kinds of Marketing Research.
14. Give the importance of sampling in marketing research.
15. State any three important marketing research areas.
16. Describe the essentials of a good questionnaire.
17. Write a brief note on the sources of secondary data.
18. Describe a marketing research plan.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

19. Describe the Marketing Research process.
20. Explain the important contents of a marketing research report.
21. Critically evaluate the various sources of secondary data.

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