



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

## B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2017

### CO 6602- MARKETING RESEARCH

Date: 19-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

#### PART A

**Answer ALL the questions:**

**(10x2=20marks)**

1. Define Marketing Research.
2. What do you mean by Hypothesis?
3. Write a note on Exploratory Research.
4. Explain 'Case Study Approach.'
5. Define Marketing Information System.
6. Write a note on Primary and Secondary Data.
7. Explain Telephone Interview Method.
8. Define the term 'Questionnaire.'
9. List out the qualities of a good sample.
10. What is Research Proposal?

#### PART B

**Answer any FOUR of the following:**

**(4x10=40 marks)**

11. Bring out the relationship of Marketing Research with other disciplines.
12. Explain in brief the importance and scope of Marketing Research.
13. Discuss the methods of communication systems used in drafting the questionnaire.
14. Write a note on personal interview method. List out the merits and demerits of the same.
15. What is a Sample? Explain the steps involved in selecting a sample.
16. What are the factors involved in organizing a written research report?
17. Explain the merits and demerits of Secondary Data.

#### PART C

**Answer any TWO of the following:**

**(2x20=40 marks)**

18. Explain the steps and limitations of Marketing Research.
19. Write a note on Survey Method. Discuss the techniques involved in selecting a survey.
20. Enumerate in detail the methods of sampling with examples.
21. Describe the general format of research report writing.

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