

MBMM 3002 R

M.B.A. DEGREE EXAMINATION, MAY 2026.

Third Semester

Marketing Management

MARKETING RESEARCH

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Enumerate the importance of Marketing Information System.
2. State the advantages of Sampling.
3. Describe Interval scale with an example
4. Bring out the merits of online data collection.
5. Discuss the importance of Export Marketing Research in International Business.
6. How does sample size influence the estimate of population mean?

7. List out the various sources of Secondary data collection methods.
8. What is Marketing Research? Bring out the importances of a Marketing Research.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Elaborate the Steps involved in Marketing Research Process.
10. Describe the concept of probability sampling and list out the major types.
11. Differentiate between validity and reliability.
12. Identify and discuss the steps involved in hypothesis testing.
13. Elucidate the role and challenges of rural marketing research in India.
14. Enumerate the factors that determine Sampling method selection,
15. Discuss the criteria for selecting a suitable Scale for a Research problem.
16. Describe the process of Data Analysis in marketing research.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case Study (Compulsory):

If you are the marketing researcher in- charge of a FMCG company; the company wants to conduct a study on acceptance of packaged — ready-to eat Vegetables.

How will you conduct a Market Research study on acceptance of this new product?