

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2018

CO 6602– MARKETING RESEARCH

Date: 10-05-2018
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART –A

ANSWER ALL QUESTIONS:

10 X 2= 20 Marks

1. Define Marketing Research.
2. What are the different types of marketing research methods?
3. Give a short note on research objectives.
4. What do you mean by marketing research plan?
5. What is descriptive research?
6. What do you mean by exploratory research?
7. What is secondary data?
8. Write a short note on observation?
9. How to determine sampling design and sample size?
10. What is research report?

PART –B

ANSWER ANY FOUR QUESTIONS:

4 X 10= 40 Marks

11. Explain the various features of marketing information system
12. Explain the importance of research objectives.
13. Enumerate the steps involved in marketing research planning process?
14. Discuss about basic methods of primary data collection.
15. Explain the differences between questionnaire and interview.
16. Distinguish between Exploratory Research and Descriptive Research.
17. How is the research process evaluation done?

PART –C

ANSWER ANY TWO QUESTIONS:

2 X 20= 40 Marks

18. Explain the scope of marketing research.
19. Discuss about contents of research report.
20. What are the advantages and limitations of descriptive research.
21. Explain various sampling techniques and types.
