Reg No   :   ....

Name   :   ....

B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, OCTOBER 2023

Fifth Semester

Optional Core - CO5OCT05 - MARKETING RESEARCH

B.Com Model I Marketing, B.Com Model II Marketing

2017 Admission Onwards

D936FE1E

Time: 3 Hours   Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you mean by Applied Research?

2. Explain the features of marketing research.

3. Define Research design.

4. What is Research Hypothesis?

5. what is factorial design?

6. What is population?

7. What is convenience sampling?

8. What is nominal scale?

9. What is head note?

10. What is significance level?

11. Define Report?

12. What is bibliography?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the steps involved in marketing research.

14. What are the Limitations of Marketing research?

15. Explain the sources of reseaech problems.

16. Expalin different types of research design.

17. Explain the various steps in sample design process.

18. What are the limitations of secondary data?

19. Give a specimen of the ANOVA table for two way analysis?

20. What are the functions of SPSS?

21. What are the rules in writing up of a report?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. "Marketing research stretches form identification of consumer needs to the evaluation of consumer satisfaction".Elucidate.

23. What are the various sources of data collection?

24. Given the following data relating to social status and state of intelligence. Test whether intelligence is related to social status. Intelligence level

	Dull	Average	Brilliant	Total
Lower middle	22	35	23	80
Middle	38	70	32	140
Upper middle	60	20	20	100
Total	120	125	75	320

25. Explain the different types of report.

(2×15=30)