



QP CODE: 23112500

Reg No :

Name :

B.COM DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS, APRIL 2023

Fifth Semester

OPTIONAL CORE- CO5OCT05 - MARKETING RESEARCH

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

2020 Admission Only

CD24F8CE

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Differentiate between Qualitative Research and Quantitative research.
2. State any two limitations of marketing research.
3. What is research design?
4. Differentiate between dependent and independent variable.
5. What is informal experimental design.
6. What is secondary data?
7. What is depth interview?
8. Define measurement?
9. What is meant by degree of freedom?
10. What is SPSS?
11. What is a Business report?
12. What is bibliography?

(10×2=20)





Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the Objectives of marketing research?
14. Explain the steps involved in marketing research.
15. Explain the features of good research problem.
16. Explain different types of research design.
17. Law of inertia of large numbers is a corollary of law of statistical regularity. Explain.
18. Explain non-random sampling methods.
19. Give a specimen of the ANOVA table for one-way analysis?
20. What are the uses of Chi-square test?
21. Describe various steps in report writing.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. "Marketing research stretches from identification of consumer needs to the evaluation of consumer satisfaction". Elucidate.
23. Define sampling? State its merits and demerits. Differentiate between census and sampling?
24. What is tabulation? Explain the objectives of tabulation and also state the different parts of a table?
25. What is a research report and what are the qualities of a good research report?

(2×15=30)

