20100113

BCOM DEGREE (CBCS) EXAMINATION, FEBRUARY 2020

Fifth Semester

Optional Core - CO5OCT05 - MARKETING RESEARCH

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

2017 Admission Onwards

B0C9A2E7

Time: 3 Hours   Maximum Marks :80

Part A

*Answer any **ten** questions.*

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

1. Define Marketing Research

2. State any two limitations of marketing research

3. What do you mean by research problem

4. Define Research design

5. What is Research Hypothesis?

6. What is sample?

7. What is a sample frame?

8. What is secondary data?

9. What is caption?

10. What is MANOVA?

11. Define Report?

12. What is a Popular Report?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the Limitations of Research

14. Explain the steps involved in marketing research

15. Explain different types of research design

16. Explain the types of experimental designs and control

17. What are the potential sources of bias in a sample survey? How can a researcher reduce sampling errors?

18. What are the different data types that are used in measurement?

19. How do you use Chi-square test, for testing the goodness of fit.

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. Explain the various methods of collection of primary data?

24. The procedure of testing hypothesis requires a researcher to adopt several steps. Describe in detail all such steps.

25. Describe the contents of Research Report?

(2×15=30)