QP CODE: 22101862

Reg No : ....

Name : ....

B.COM DEGREE (CBCS) SPECIAL SUPPLEMENTARY EXAMINATIONS, MAY 2022

Fifth Semester

Optional Core - CO5OCT05 - MARKETING RESEARCH

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

2019 Admission Only

A18915D7

Time: 3 Hours

Max. Marks : 80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. Diffrentiate between Qualitative Research and Quantitative research.

2. State any two limitations of marketing research.

3. Define Research design.

4. What do you mean by Extraneous variables?

5. What do you mean by exploratory research design?

6. Define sampling error.

7. What is case study?

8. What is nominal scale?

9. What is data processing?

10. What is MANOVA?

11. What is a Research Report?

12. What is a Business report?

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. Breifly state the difference between market research and marketing research.

14. Expalin the steps involved in marketing research.

15. Explain the features of good research problem.

16. Explain the types of experimental designs and control.

17. What are the factors that influence the decision on the size of sample?

18. What are the factors that influence the decision on the size of the sample?

19. Distinguish between parametric tests and non-parametric tests?

20. What are the functions of SPSS?

21. Describe the differeent aspects of Methodology.

$$(6×5=30)$$

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain the applications of marketing research.

23. Define primary data? Explain its merits and demerits.

24. In a diet survey the following results were obtained.

	Hindus	Muslims
Families taking tea	124	16
Families not taking tea	56	10

Is there any significant difference between the communities in the matter of tea taking.

25. What is a research report and describe the steps in writing up of the research?

$$(2×15=30)$$