



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

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SIXTH SEMESTER – APRIL 2013

CO 6602 - MARKETING RESEARCH

Date: 30/04/2013

Dept. No.

Max. : 100 Marks

Time: 1:00 - 4:00

SECTION –A

Answer ALL the questions:

(10X 2=20)

1. What is Marketing Research?
2. State the objectives of Marketing Research.
3. What is research design?
4. What is an Experimental Research?
5. What is a Research report?
6. List the merits of secondary data.
7. Mention the purpose of presenting data in the tabular form?
8. What is sampling?
9. What is coding?
10. Outline the features of a Marketing Research Report.

SECTION –B

Answer any FIVE questions:

(5X 8=40)

11. What are the benefits of marketing information system?
12. Explain the characteristics of good marketing research.
13. Why is research design necessary to conduct a study?
14. Write a note on descriptive research design.
15. Explain the importance of Exploratory Research.
16. What are the steps involved in the construction of a Questionnaire?
17. Explain various types of errors that can occur while choosing the sample size for a survey.
18. Discuss the different types of sampling.

SECTION –C

Answer any TWO questions:

(2X 20=40)

19. What is Primary data? Discuss the different methods of collecting primary data.
20. Discuss the various steps involved in the Marketing Research process.
21. Explain the procedure to be followed while preparing a Research Report.

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