

MAY 2013

P/ID 6018/MEA

Time : Three hours

Maximum : 80 marks

PART A — (8 × 5 = 40 marks)

Answer any EIGHT questions.

All questions carry equal marks.

1. What do you mean by interview schedule?
2. List out the factors that influencing consumer behaviour.
3. Discuss the role of marketing research agency.
4. What is test marketing? Discuss.
5. What do you mean by consumption analysis?
6. Discuss the methods used for sales control research.
7. What is ex-post-facto research?
8. List the various types of reports.
9. How does personality influence consumer behaviour?
10. What is consumer behaviour research?

11. Discuss the methods available for conducting product research.
12. List and explain the steps in marketing research process.

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

13. Explain any three statistical tools used for data analysis.
14. **Write** short notes on :
 - (a) Sampling process.
 - (b) Editing, coding and tabulating.
 - (c) Buying motives.
15. Discuss the principles to be followed while writing a report.
16. Why is knowledge of consumer behaviour essential to a marketing manager? Discuss in detail.
17. Elaborate on the tools used for primary data collection. State their advantages and limitations.
18. What are the advantages of using graphical representation to present the result of a study?