

MAY 2013

**P/ID 77517/PMEA/
PMBM1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What is marketing information system? State its need.
2. What are the characteristics of good marketing research?
3. What is a sample? State their relative merits and demerits.
4. Explain the role of observation in market research.
5. What do you understand by Socio-Cultural environment?
6. Explain the characteristics of domestic consumer.
7. What do you understand by information processing?

8. What is brand loyalty? Briefly explain.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss the nature and scope of market research in India.

10. What are the problems one has to encounter when marketing research is to be conducted in foreign countries?

11. Discuss the principles to be followed in the construction of questionnaire.

12. What is a Panel research? State its advantages and disadvantages.

13. How is a life style segmentation useful to developing promotion campaigns?

14. Elucidate the various environmental influences on consumer behaviour.

15. Elucidate the consumer decision process and purchasing process.

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16. Describe personality trait theory. Give examples how personality traits can be used in marketing research.

PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Select (assume) any product of your choice, prepare and explain the marketing research steps involved in it.
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