

MAY 2016

**P/ID 77517/PMEA/
PMBM1/PMSM1/
MBNM1**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Define marketing research and its role.
2. What is exploratory research?
3. What are the different sources of secondary data?
4. What is quota sampling? Explain with example.
5. What is market segmentation? How will segment market for sports bikes?
6. What is product research? How it is being carried out?
7. Explain the significance of opinion leaders for a new brand of LED TV launched in the market.
8. How will you assess the post purchase behaviour of consumers?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss how marketing research can help in taking marketing related decisions of a FMCG (Fast Moving Consumer Goods) company.
10. Explain various types of research designs.
11. Explain the different sampling techniques of probability sampling with their merits and demerits.
12. Explain any two models of consumer behaviour.
13. What type of research is carried out to measure the effectiveness of advertisement released by a company marketing smart phases.
14. Discuss in detail how culture and social class are influencing consumer behaviour.
15. Explain any two theories of Attitude and discuss its applications.
16. Discuss the significance of each and every stage in consumer decision process.

PART C — (1 × 20 = 20 marks)

17. Design a questionnaire to find out the market potential for 2-wheelers in Tamil Nadu.

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