

S.No. 1506

08UBA16/  
08UBX17

(For the candidates admitted from 2008 – 2009 onwards)

B.B.A./B.B.A. (CA) DEGREE EXAMINATION,  
APRIL/MAY 2018.

Sixth Semester

MARKETING RESEARCH

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define Marketing Research'.
2. Who may be called as market researcher?
3. What is survey method?
4. What do you mean by scaling technique?
5. Define 'Random Sampling'.
6. What is Non-probability sampling?
7. What is advertising?
8. What is meant by Product related research?

9. What is Sales Control Research?

10. What is meant by research report?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Bring the basic requirements of a marketing research.

Or

(b) Bring out the role of research in marketing.

12. (a) What are the differences of primary and secondary data?

Or

(b) How do you differentiate Schedule from Questionnaire?

13. (a) What are the benefits of Sampling?

Or

(b) What are the types of Probability Sampling?

14. (a) What are the reasons for the failure of new products in the market?

Or

(b) Mention the objectives of advertising research.

15. (a) Explain the benefits of motivation research

Or

(b) What are the steps of report writing in research?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe various steps involved in the process of Marketing Research.

17. Explain the advantages and limitations of important scaling techniques in brief.

18. What is sampling? Identify the various problems of sampling.

19. What are the objectives and importance of product planning and development?

20. Examine the steps in the preparation of marketing research report.