

S.No. 1319

12UBA17

(For the candidates admitted from 2012-2013 onwards)

B.B.A. DEGREE EXAMINATION,
APRIL/MAY 2018.

Sixth Semester

MARKETING RESEARCH

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is market research?
2. What is secondary data?
3. Explain the term simple random sample.
4. What is a new product?
5. Define advertising
6. What is sales analysis?
7. Define sales potential.

8. What is a research report?
9. What is meant by copy testing?
10. Define sales forecasting.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the nature of marketing research.
Or
(b) Discuss the importance of marketing research.
12. (a) Distinguish between primary and secondary data with suitable example.
Or
(b) What are the merits and demerits of survey method of data collection?
13. (a) Why sampling is used in a research?
Or
(b) Explain the various sampling problems.
14. (a) Explain the various stages in the new product development research.
Or
(b) What are the types of pre-testing of advertisement?

15. (a) Explain the nature of motivational research.

Or

- (b) What are the methods for developing market potential?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the steps involved in the marketing research process.
17. Elaborate the different scaling techniques used in marketing research.
18. Describe various methods of sampling used in social science research process.
19. Discuss the various methods used to measure the effectiveness of an advertisement.
20. Examine the various motivational research techniques.