

- B) Choose the correct answer and rewrite the sentences. (any seven) (07)
- i) Factor endowment theory of international trade was developed by _____.
a) Adam Smith b) David Ricardo c) Heckscher and Ohlim d) Alfred Marshall
 - ii) Commodity terms of trade is also known as _____.
a) Gross barter terms of trade b) Net barter terms of trade
c) Income terms of trade d) Utility terms of trade
 - iii) Reciprocal demand is expressed in terms of _____.
a) demand curve b) offer curve c) supply curve d) none of these
 - iv) Foreign direct investment is included in _____.
a) trade account b) current account c) capital account d) invisible account
 - v) Devaluation results in _____.
a) cheaper exports b) cheaper imports
c) immediate increase in domestic price level d) fall in exports
 - vi) Intellectual property rights take the following forms _____.
a) copy rights b) trade marks c) geographical indications d) all of the above
 - vii) Speculation in foreign exchange market refers to _____.
a) accepting risk to make profit b) careful hedging c) interest arbitrage d) None of these
 - viii) Hedgers operate in forward exchange market to _____.
a) cover the risk b) earn profit c) speculate d) none of these
 - ix) Fixed exchange rate system was _____.
a) unstable b) less stable c) more stable d) flexible
 - x) The relationship between demand for foreign exchange and the exchange rate is _____.
a) inverse b) direct c) positive d) none of these
 - xi) The purchasing power parity theory was introduced by _____.
a) Alfred Marshall b) David Ricardo c) Gustav Cassel d) Adam Smith
 - xii) FEMA stand for _____.
a) Foreign Exchange Marketing Act b) Foreign Exchange Management Act
c) Foreign Entertainment Management Act d) Foreign Equity Management Act

Sem VI

TYB Com / Paper / Subject Code: 11137 / Marketing Research. / 1

Q.P.Code: 32519

[Time: 2½ Hours]

[Marks: 75]

NB: - All questions are compulsory.

Figures to the right indicate full marks.

Q.1 Answer the following questions. (Any 2) (15)

- a. Explain the methods of conducting Product Research.
- b. What are the various methods of pricing.
- c. Explain the various tools of sales promotion.

Q.2 Answer the following questions. (Any 2) (15)

- a. Explain the features and importance of sales forecasting.
- b. Describe the need and importance of Consumer Research.
- c. Explain the various factors contributing to the growth of Rural Markets.

Q.3 Answer the following questions. (Any 2) (15)

- a. Briefly explain the various factors influencing, organising Marketing Research Department inside the firm or through outside agencies.
- b. What are the merits and demerits of an in house Marketing Research Department.
- c. Explain the role of advertising agencies in Marketing Research.

Q.4 Answer the following questions. (Any 2) (15)

- a. What are the benefits of online Marketing Research?
- b. Describe advantages of Social Media Marketing?
- c. Explain the role of Marketing Research in Service Marketing.

Q.5 A. Rewrite the following statements with the appropriate options given below. (05)

1. Brand Research is an important area of _____.
 - a. Brand image
 - b. Brand survey
 - c. Product research
 - d. Branding
2. Sales Research is a wider concept and includes _____.
 - a. Sales forecasting
 - b. Sales turnover
 - c. Sales territory evaluation
 - d. All of these.