

Q.P. Code :27445

[Time: 2 $\frac{1}{2}$ Hours]

[Marks: 75]

- Please check whether you have got the right question paper.
- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

- Q.1 Answer any two of the following questions. 15
- a) Define Marketing Research. Explain its functions in brief.
 - b) Explain the components of marketing Information System (MIS).
 - c) Explain the scope / branches of Marketing Research.
- Q.2 Answer any two of the following questions. 15
- a) What is research design? Explain its types in brief.
 - b) Describe the steps in formulating research design.
 - c) Explain the features of a good questionnaire.
- Q.3 Answer any two of the following questions. 15
- a) Distinguish between primary and secondary data.
 - b) What is telephone interview? Explain its advantages and disadvantages.
 - c) Explain the different methods of observation.
- Q.4 Answer any two of the following questions. 15
- a) Briefly explain the various stages in data processing.
 - b) What does editing of data mean? Explain the type of editing.
 - c) What is research report? Explain the types of research report.
- Q.5 A) Rewrite the statements by choosing the appropriate option given. 05
- a) Marketing Information System (MIS) works on the principle of _____.
(continuous data collection, adhoc data collection, data bank, none of these)
 - b) Loaded question is a type of question having _____ the question.
(purpose undisclosed, assumptions, answers loaded, all of these)
 - c) In structured interview _____ are predetermined.
(questions, answer, questions and answer, none of these)
 - d) Coding is essential for _____ of data.
(classification, interpretation, tabulation, none of these)
 - e) _____ is the ending element of research report.
(Title page, Bibliography, Table of contents, Preface)

- B) State whether the following statements are true or false 05
- a) Marketing research provide suggestions and not solutions to problems.
 - b) Garbage analysis is a source of secondary data collection.
 - c) Incomplete response is the major drawback of mail survey.
 - d) SPSS stands for Statistical Policy for Social Sciences.
 - e) Machine tabulation can be done without coding or any processing.

C Match the following

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|---------------------------|--|
| (A) | (B) |
| i) Desk Research | a) Circular diagram |
| ii) Dichotomous questions | b) Precedes Interpretation |
| iii) Data Analysis | c) Secondary Data |
| iv) Pie Chart | d) Two alternatives |
| v) Retail Store Audit | e) Mental and Creative Process |
| | f) Helps to minimize cost of inventory |

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