

TyBlom

260

19

Time:3hours

Marks:100

**NB: 1. ALL QUESTIONS ARE COMPULSORY  
2. FIGURES ON RIGHT SIDE INDICATE FULL MARKS.**

**Q1 A. Rewrite the following statements with appropriate option (Any10) 10**

1. Marketing \_\_\_\_\_ Support System is an important component of MIS.  
(Decision/ Division/ Data/ Description)
2. Marketing Research is a \_\_\_\_\_ process.  
(Short/ Lengthy/ Brief/ Fast )
3. Marketing research is a function that helps in identifying \_\_\_\_\_.  
(problems/ opportunities/ problems and opportunities/ data and solutions.)
4. \_\_\_\_\_ Research investigates the cause and effect relationship.  
(Exploratory/ Descriptive/ Knowledge/ Experimental)
5. Pre-testing of questionnaire is being carried out \_\_\_\_\_ the survey.  
(Before / Latter / in-between / Any time )
6. \_\_\_\_\_ is a scientific method of sampling.  
(Non-probability/ Probability/ Semi-probability/ Trans-probability)
7. Observation Method studies the \_\_\_\_\_ behaviour of consumers.  
(past/ future/ present/ past & present)
8. A permanent sample of respondents selected for repeat interviews is called as \_\_\_\_\_.  
(Member / Group/ Team / Panel)
9. \_\_\_\_\_ data is the source of secondary data.  
(Survey / published / observation / experiment)
10. \_\_\_\_\_ is the first step in data processing.  
(Classification/ Editing/ tabulation/ Coding)
11. Hand tabulation is used to tabulate data collected from \_\_\_\_\_ respondents. (large/ local /few / global )
12. Coding can be done by assigning \_\_\_\_\_.  
(Symbols/ Letters/ Signs/ All of these)

**B State whether the following are true or false (Any10) 10**

1. MIS is the component of Marketing Research.
2. Marketing Research is useful to both producers and consumers.
3. MIS and Data Mining are synonymous terms.
4. Exploratory research is generally based on secondary data.
5. The data, which readily available is called as Primary Data.
6. Closed ended questions provide answers in standardised way.
7. The rate of response in mail questionnaire is very high.
8. Qualitative research is used to study consumer behaviour.
9. The data collected from desk research is mostly primary data.
10. Hand tabulation is more economical than machine tabulation for small survey.
11. Oral reports are considered as legal evidence.
12. SPSS helps in technical analysis of research data.

**Q2. Answer any two of the following:**

- a) Define Marketing Information System. Explain the components of MIS.
- b) What are the major functions of marketing Research?
- c) Define data mining. Explain the advantages of data mining.

**Q3 Answer any two of the following:**

15

- a) Define Research design. Explain the steps in construction of a research design.
- b) What are the types of questions that can be used in a questionnaire?
- c) What are the essentials of a good sample that need to be kept in mind for collecting appropriate data in research?

**Q4 Answer any two of the following:**

15

- a) Explain the merits and demerits of personal interview.
- b) Explain concept of garbage analysis as a type of observation method in data collection.
- c) Write a descriptive note on quantitative research technique.

**Q5 Answer any two of the following:**

15

- a) Define classification of data. Explain the principles to be followed in classification of data.
- b) What are the steps involved in interpretation of data?
- c) Discuss the contents of a good research report.

**Q6 Answer briefly any four of the following:**

20

- a) SPSS
- b) Technical report
- c) Benefits of marketing research
- d) Types of Editing
- e) Hypothesis
- f) E-mail interview

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