

Time:- 03Hours

Marks:- 100

Note: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 (A) Select the most appropriate answer from the option given below.

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1. Marketing Research is a _____ research.
(Subjective, Applied, Pure, Objective)
2. _____ means moral principles and standards to be followed in conducting marketing research. (Formats, Criteria, Benchmark, Ethics)
3. Marketing Research is one of the components of _____.
(Assets Management, Marketing Information System, Consumer Research, Social Media Research)
4. _____ research aims at describing the characteristics of group of respondents.
(Causal, Measurement, Descriptive, Exploratory)
5. _____ questions give freedom to respondents to express their opinions.
(Two-way, Multiple choice, Close Ended, Open Ended)
6. _____ is the source material from which samples are selected.
(Schedule, Questionnaire, Sampling Error, Sampling Frame)
7. _____ data is more accurate and reliable for research study.
(Secondary, Primary, Fabricated, Outdated)
8. In _____, secondary data is collected from within the company.
(Internal sources, External sources, Online sources, Govt. Publications)
9. Use of technology in data collection results in _____.
(Waste of Money, Waste of time, Delay in data collection, Quick data collection)
10. _____ report is prepared for technical people who are responsible for implementing the report findings. (Publication, Executives, Technical, Popular)
11. _____ of data is a process of adding meaning to the analyzed data and drawing conclusions. (interpretation, collection, design, editing)
12. _____ of data is a process of arranging data into different categories or classes based on some criteria. (Tabulation, Classification, Editing, Coding)

(B) State whether the following statements are TRUE or FALSE (Any TEN)

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1. The process of Marketing Research starts with data collection.
2. Marketing Research activities are conducted using unscientific methods.
3. Surveyors are responsible to collect primary data from respondents.
4. Experimentation method is used in causal research.
5. Likert scale questions helps to ascertain how strongly the respondents agree to a particular statement.
6. Census study and sample study are similar in nature.
7. Focus group interview is conducted with a small group of respondents in an unstructured manner.
8. Google forms are used in online surveys.
9. Telephone interview is suitable for detailed data collection from respondents.
10. SPSS is a statistical tool used for data analysis.
11. Bar Graph are examples of visual aids used in research reports.
12. Coding of data is not required for statistical data analysis.

- Q.2 Answer **any two** of the following 15
a. Explain the meaning and limitations of Marketing Research.
b. Discuss the Qualities of Good marketing research Professionals.
c. What do you mean by Decision Support System? Explain its components in brief.
- Q.3 Answer **any two** of the following 15
a. What is Research Design? Explain importance of Research Design.
b. Explain steps in the preparation of Questionnaire.
c. What is Sampling? Discuss various techniques of Sampling.
- Q.4 Answer **any two** of the following 15
a. Explain various methods of Observation as a technique used to collect primary data.
b. What is Secondary data? Discuss its merits and demerits.
c. Discuss differences between Qualitative research and Quantitative research.
- Q.5 Answer **any two** of the following 15
a. What is Editing? Explain various types of Editing with merits.
b. What is meant by Data analysis? Discuss the steps in Data analysis.
c. Discuss the contents of Research report.
- Q.6 Write a short notes (**any FOUR**) 20
a. Data Mining
b. Hypothesis
c. Essentials of Good Questionnaire
d. Personal Interview
e. Panel method of data collection
f. Tabulation of Data
