B Com Sem V. 25 10 2016 M
MR

(16)

(2½ Hours) [Total Marks : 75

.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) What is marketing research? What are its benefits?
 (b) What is Marketing Information System? Explain its components.
 (c) Explain the career options in marketing research.

Q (2) Answer **any two** of the following questions : 15
 (a) What is research design? Explain its significance.
 (b) Discuss various types of research design.
 (c) What is a questionnaire? Give essentials or features of a good
  questionnaire.

Q (3) Answer **any two** of the following questions : 15
 (a) Explain advantages and limitations of personal interview as a technique
  of collecting data.
 (b) Distinguish between Primary Data and Secondary Data.
 (c) Write a note on observation method of data collection.

Q (4) Answer **any two** of the following questions : 15
 (a) Describe in brief the stages involved in processing of data.
 (b) What is interpretation of data? Explain its importance.
 (c) Explain various types of research report.

Q (5) (a) Rewrite the statements by choosing the appropriate option : 5
  1. _____ Research is undertaken to measure and establish cause
  and effect relationship.
  (Exploratory, Descriptive, Experimental)
  2. _____ questions are also known as 'free answer' or 'free response'
  questions.
  (Open ended, Closed ended, Multiple choice)

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3. _____ supplies data on purchases & sales made by retailers.
   (Shop Audit, Dealer Survey, Consumer Panel)
4. Systematic arrangement of collected data for effective processing is
   called as _____.
   (classification, collection, organisation)
5. _____ shows the list of books, articles, research papers, published
   reports etc. used as a reference material for the research study.
   (Bibliography, Appendix, Preface)

(b) State whether the following statements are **True** or **False** : 5
   1. Dealer survey can be used to minimise the cost of distribution.
   2. The rate of response in mail survey is very high.
   3. Census report is one of the external source of secondary data.
   4. Machine tabulation can be done without coding or any processing.
   5. The full form of 'SPSS' is Statistical Programme for Social Sciences.

(c) Match the columns : 5

Group 'A'	Group 'B'
(1) Product Research	(a) Advertising Research
(2) Sales Research	(b) Packaging Research
(3) Promotion Research	(c) Motivation Research
(4) Consumer Research	(d) Sales Forecasting
(5) Distribution Research	(e) MIS
	(f) Channel Research

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