

Time -2.5 hours

Marks – 75

- 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 advantages in brief.
b) Explain various components of Marketing Information System (MIS)
c) What are the career options available in Marketing Research?
- Q. 2. Answer Any Two of the following questions: (15)
a) What is Research Design? Explain its significance in brief.
b) Explain the steps in formulating Research Design.
c) What is a Questionnaire? Explain essentials of a good Questionnaire.
- Q. 3. Answer Any Two of the following questions: (15)
a) Explain the advantages and disadvantages of Telephone Interview.
b) What are the different sources of collecting Secondary Data?
c) Distinguish between Primary and Secondary Data.
- Q. 4. Answer Any Two of the following questions: (15)
a) What do you mean by Editing of data? How Office Editing is different from Field Editing?
b) What is Analysis of Data? Explain its importance in brief.
c) Explain contents of a Research Report.
- Q. 5. A] Rewrite the statement by choosing the appropriate option. (05)
a) Motivation research attempts to answer ----- of consumer behaviour.
(What, Why, When)
b) ----- is a critical evaluation of a company's past and present sales performance.
(Sales Research, Sales Analysis, Market Analysis)
c) ----- questions are also known as 'free answer' or 'free response' questions.
(Open ended, closed ended, multiple choice)
d) Garbage Analysis is used in -----method of data collection.
(Observation, survey, experimentation)
e) ----- is a process of grouping heterogeneous data into limited number of categories or classes. (Coding, Classification, Tabulation)

B] State whether the following statements are True or False

(05)

- a) Organisation of data is necessary to improve the quality of data and findings of research.
- b) Technical reports are submitted to the executives for decision making.
- c) Marketing Research is an applied research.
- d) Casual Research is undertaken to understand cause and effect relationship.
- e) Mail survey suffers from low response rate.

C] Match the columns:

(05)

a.	Advertising Research	i.	Data Bank
b.	Marketing Information System	ii.	TV and Radio programme
c.	Audience Panel	iii.	Home AUDIT
d.	Consumer Panel	iv.	Counting Member of Responses in each category
e.	Tabulation	v.	Media Research
		vi.	Assigning codes to responses
