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S – 6930

Reg. No. :

Name :

Third Semester M.Com. Degree Examination, February 2024

Elective : Marketing

Paper III : CO 233 M – MARKETING RESEARCH

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **2** marks.

1. Define marketing research.
2. What do you mean by research design?
3. Distinguish between primary and secondary data.
4. What is a survey error?
5. What is ANOVA?
6. What is the census method?
7. What is factor analysis?
8. What is product research?
9. What is market and sales analysis?
10. What is an executive summary?

(10 × 2 = 20 Marks)

P.T.O.



SECTION – B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the importance of marketing research in modern times.
12. Briefly explain the scope of marketing research.
13. What are the advantages and limitations of the observation research method?
14. What are the requirements for a good questionnaire?
15. Explain sampling and non-sampling errors with examples.
16. What is conjoint analysis? Explain the applications of conjoint analysis.
17. Examine the scope of advertising research with examples.
18. Explain the classification of research reports.

(5 × 5 = 25 Marks)

SECTION – C

Answer any **two** of the following questions. Each question carries **15** marks.

19. Describe the steps involved in marketing research.
20. Discuss the different methods of data collection.
21. Explain univariate and multivariate techniques of data analysis.
22. Give a detailed note on the content of a research report in the field of marketing.

(2 × 15 = 30 Marks)

