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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2020

(MARKETING MANAGEMENT)

(SECOND YEAR)

220: MARKETING RESEARCH

(Old Regulations)

Time: Three hours

Maximum: 75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. State the significance of marketing research.
2. What do you mean by Judgement sampling?
3. What are the scales of measurement used in research?
4. Mention any two statistical tools for analysis.
5. What is report writing?
6. Define interview schedule.
7. What do you mean by 'Ex post Facto' research design?
8. Define Promotion Research.

SECTION-B

(3×10=30)

Answer any THREE questions

9. Explain the various types of research design.
10. Enumerate the steps involved in marketing research.
11. Briefly explain the features of Primary data.
12. What are the requisites of a good questionnaire?
13. Mention the significance of hypothesis in data analysis.

SECTION-C

(1×15=15)

Answer any ONE question

14. Describe the steps involved in Attitude measurement. Also explain the scaling techniques with example.
15. "Report is the soul of market research" – Justify the statement.
16. Elucidate the role of marketing research agencies.

SECTION-D

(1×15=15)

(Compulsory)

17. Elaborate how data analysis support the marketing research. Also explain any one of the statistical tool that is used to analyse the data.
