

Marketing Research

April 2009

N.B: (1) All questions are compulsory

(1) Explain briefly the following terms (any eight): (16)

- (a) Marketing information system
- (b) Motivation research
- (c) Secondly data
- (d) Consumer panel
- (e) Research design
- (f) Exploratory research
- (g) Sampling
- (h) Shop audit
- (i) Questionnaire
- (j) Tabulation of data
- (k) Professional ethics

(2) Answer any two of the following: (16)

- (a) Discuss scope of marketing research
- (b) State limitations of marketing research
- (c) Describe the methods of 'Marketing audit'.

(3) Answer any two of the following: (16)

- (a) What are the areas covered by 'Product Research'?
- (b) Write a note on 'Consumer Research'.
- (c) Enumerate merits and demerits of mail survey method of data collection

(4) Answer any two of the following: (16)

- (a) Enumerate steps in Marketing Research Process
- (b) Would you recommend a separate Marketing research department? Why?
- (c) Explain the functions of Professional Marketing research Agencies

(5) Answer any two of the following: (16)

- (a) State the steps in the process of 'Interpretation of Date'.
- (b) Describe the types of Marketing Research Report
- (c) Comment on the future of Marketing Research in Modern India.