

Marketing Research
October 2009

N.B: All questions are compulsory

- 1. Explain briefly the following terms (any eight):** **(16)**
 - (a) Desk Research
 - (b) Consumer panel
 - (c) Test marketing
 - (d) Coding
 - (e) Random sampling method
 - (f) Popular report
 - (g) Brands
 - (h) Primary data
 - (i) Modern marketing concept
 - (j) Product modification
 - (k) Footnotes

- 2. Answer any two of the following:** **(16)**
 - (a) What is marketing research? Discuss its scope
 - (b) Bring out the need for marketing information system
 - (c) Why is packaging research undertaken?

- 3. Answer any two of the following:** **(16)**
 - (a) What is sampling? What are its objectives?
 - (b) Describe the internal and external sources of secondary data
 - (c) State benefits and limitations of personal interview method of data collection

- 4. Answer any two of the following:** **(16)**
 - (a) Elaborate the process of marketing research
 - (b) Briefly discuss contents of a good research report
 - (c) What are the qualities of a good field investigation?

- 5. Answer any two of the following:** **(16)**
 - (a) Discuss the future of marketing research in India
 - (b) State the problems of Indian rural markets
 - (c) Enumerate the role of professional agencies in the field of marketing research.