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Paper CM 553

**Fourth Semester M.Com. Degree Examination, May 2013
(Choice Based Credit System)
COMMERCE
Marketing Research**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : 1) Answer **any four** questions.

2) **Each** question carries **10** marks.

3) Answer to **each** theory question should **not** exceed **4** pages. **(4×10=40)**

1. Define marketing research. Distinguish between marketing research and market research.
2. What is sampling ? Explain the sampling and non-sampling errors in marketing research.
3. What is observation method ? Explain the different types of observation techniques for collecting data in marketing research.
4. What is secondary data ? Explain the importance of secondary data in marketing research.
5. What is marketing information system ? Explain the importance of marketing information system in marketing research.
6. Explain the steps involved in the process of sampling.
7. Explain the steps involved in preparing data for analysis.

P.T.O.



SECTION – B

Note : 1) Answer **any two** questions.

2) **Each** question carries **fifteen** marks.

3) Answer to **each** theory question should **not** exceed **8** pages. **(2×15=30)**

8. Discuss the role of marketing research in strategic planning and decision making.
 9. What is a questionnaire ? Explain the factors to be considered while framing a questionnaire.
 10. What is Marketing Research Report ? Explain the contents of a good marketing research report.
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