

HERAMB COACHING CLASSES

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DATE:12/11/17

T.Y.B.COM/Marketing Research

MARKS:75

DURATION:2½ HR

Q.1 Answer (any 2) of the following:

(15)

- (a) Define Marketing Research. Explain its features.
- (b) Describe the scope of the Marketing Research.
- (c) What are the essentials of good MIS?

Q.2 Answer (any 2) of the following:

(15)

- (a) Explain the procedure in construction of Research Design.
- (b) Explain the procedure for preparing questionnaire.
- (c) What is Research Design? Explain its Significance?

Q.3 Answer (any 2) of the following:

(15)

- (a) Explain in brief the different types of consumer panel.
- (b) Distinguish between Primary Data and Secondary Data?
- (c) What are the sources of Secondary Data?

Q.4 Answer (any 2) of the following:

(15)

- (a) Explain the procedure of Analysis of Data.
- (b) What is coding? Give guidelines used for coding.
- (c) Describe the content of Research Report.

Q.5.(A) Rewrite the statement by choosing the appropriate option:

(05)

1. Marketing Intelligence System supplies information about developments in the _____ marketing environment.
(Internal, External, Social)
2. _____ research is undertaken to measure and establish cause and effect relationship.
(Exploratory, Descriptive, Experimental)
3. _____ is a type of question which can offer only two possible responses.
(Leading questions, Double-Barreled questions, Dichotomous questions)
4. The impact of price rise on demand can be studied with the help of _____ method.
(Experiment, Survey, observation)
5. _____ shows the list of the books, articles, research papers, published reports, etc. used as reference material for the research study.
(Appendix, Preface, Bibliography)

(B) State whether the following statement are True or False:

(05)

1. Marketing Research is economical and quick method of data collection.
2. Motivational Research tries to explain the 'Why' of consumer behavior.
3. Garbage analysis is one type of observation method used for data collection.
4. Census report is one of the external sources of secondary data.
5. Technical reports are submitted to the executives for decision making.

(C) Match the following groups:

(05)

| Group A | Group B |
|--------------------------|---|
| (1) Pre-testing question | (a) No cross classification. |
| (2) Mail Survey | (b) Data management system. |
| (3) Syndicate Source | (c) Stitch in time saves nine. |
| (4) Hand tabulation | (d) Precedes Interpretation. |
| (5) SPSS | (e) Wide coverage. |
| | (f) The Operating Research Group (ORG). |

