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**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1**

**SEMESTER EXAMINATIONS**

**APRIL – 2018 15CPCO4B**

**MARKETING RESEARCH**

**Time : 3 Hours Max. Marks: 75**

**Section – A (5 x 6 = 30)**

**Answer ALL the questions.**

1. (a) What is Marketing Research? Bring out its importance in today’s business.

(Or)

(b) Define ‘Research Proposal’? Examine the content of a research proposal.

1. (a) Highlight various aspects of the exploratory research design. What are its advantages?

(Or)

(b) Write short note on :

i) Case Research Design

ii) Statistical Research Design.

3. (a) Examine the different methods of Primary Data Collection.

(Or)

(b) What do you meant by secondary data? Describe the various sources of secondary data.

4. (a) How respondents are treated in marketing research? Discuss briefly.

(Or)

(b) Explain in detail about the international code of marketing research practice.

5. (a) Discuss future trends emerging in the field of marketing research.

(Or)

(b) What do you mean by motivation research? Examine the techniques can be used to carry out

motivation research.

**Section – B ( 3 x 15 = 45 )**

**Answer any THREE of the following questions.**

6. Explain the various steps in Marketing Research.

7. Discuss the uses, advantages and limitations of Survey Research.

8. List out various statistical tools used in marketing research. Discuss the purpose of using statistical tools

in Marketing Research.

9. Why the ethical considerations should be kept in mind while conducting research? Discuss the different

ethical aspects to be considered in Marketing Research.

10. In research how the investigations are carried out while introducing a new product in a market? Explain.

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