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

**SEMESTER EXAMINATIONS**

**APRIL - 2017 15CPCO4B MARKETING RESEARCH**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***Time: 3 Hrs Max.Marks : 75

SECTION-A (5x 6 =30)

**Answer ALL the questions.**

1. (a) What is marketing research? What are importance of marketing research?

(Or)

(b) How to write a research proposal?

1. (a) What is survey? What are its types?

(Or)

(b) What are characteristics of good research?

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1. (a) Explain Advantage and disadvantage of experimental research.

(Or)

(b) What are the sources of primary data?

1. (a) What are the characteristics of management information system?

(Or)

(b) What are the major ethical problems in marketing research?

1. (a) What are the dimension of product research?

(Or)

b) What are the types of research report?

SECTION-B (3x15 =45)

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

1. What are the steps involved in research process?
2. State the qualities of good marketing research.
3. What are the techniques of data collection?
4. What are the principles of preparing a questionnaire?
5. Explain motivation research in marketing.

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