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

**APRIL– 2019**

**15CPCO4B**

**MARKETING RESEARCH**

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**Time: 3 Hrs.**

**Max.Marks : 75**

**SECTION–A(5x 6 =30)**

**Answer ALL the questions.**

1. (a)Discuss the nature and scope of Marketing Research.  
(Or)  
(b)Explain the importance of Marketing Research.
2. (a)Discuss the need for Research Design.  
(Or)  
(b)Write short note on 'Survey Research'.
3. (a) List out the various sources of Secondary Data.  
(Or)  
(b)What is Management Information System? Explain.
4. (a) What do you understand by 'Ethics in Marketing Research'? Explain.  
(Or)  
(b)Explain the ethical issues involving protection of the Respondents.
5. (a)What is Product Research? Elucidate.  
(Or)  
(b)Write short note on 'Motivation Research'.

**SECTION–B(3x15 =45)**

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

6. Elaborate the various steps involved in Marketing Research.
7. Elucidate the various Types of Research in detail.
8. Discuss the various sources of Primary Data.
9. Critically examine the International Code of Marketing Research Practices.
10. Discuss about the future of Marketing Research in India.

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