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PGIS -N 1296 B-2K13

M.Com Ist Semester (CBCS) Degree Examination

Commerce

(Marketing Research)

Paper SC -1.5(C)

(New Scheme)

Time : 3 Hours

Maximum Marks :80

Instructions to Candidates : Answer all the questions.

Section - A

1. Answer **all** sub-questions. Each sub - question carries 2 marks.

(10x2=20)

- What do you mean by Data mining?
- What is Database Marketing?
- What is sampling size?
- State two objectives of Research Design?
- Mention the functions of statistical Analysis.
- List out the components of marketing Intelligence.
- Give the meaning of Marketing Ethics.
- What do you understand by strategic Decision Making?
- State the meaning of Cross - Functional Teams.
- Expand COPRA. When was it introduced?

Section - B

Answer any **three** questions. Each questions carries 5 marks.

(3x5=15)

- Marketing Research is not free from limitations. Examine.
- What are the methods to improve the quality of a company's Marketing intelligence?
- Explain the major applications of Marketing Research

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5. Discuss the strategies to be adopted to build and maintain relationship with customers.
6. Discuss the uses of probability and non - probability sampling methods

Section -C

Answer any **three** questions. Each question carries **5** marks

(3x15=45).

7. Discuss the different techniques of data collection.
8. Explain the steps involved in presentation of reports
9. What are the major areas of Marketing Research? Highlight the steps involved in the process of Marketing Research.
10. What is the role of Marketing Research in MIS and DSS of an organization?
11. Describe the process of Marketing Research Design. What are the difficulties encountered by the marketing researcher? Discuss.