

QP CODE: 19102512



Reg No :

Name :

BCOM DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Fifth Semester

Optional Core - CO5OCT05 - MARKETING RESEARCH

B.Com Model I Marketing, B.Com Model II Marketing

2017 Admission Onwards

EEDAA5F4

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What do you mean by Applied Research?
2. What do you mean by marketing research?
3. What is research design?
4. What do you mean by Extraneous variables?
5. What do you mean by descriptive research design?
6. What is meant by universe?
7. What is meant by non-random sampling?
8. What is ratio scale?
9. What is foot note?
10. What are parametric tests?
11. What is report?
12. What is bibliography?

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. Explain the steps involved in marketing research.
14. What are the Limitations of Marketing research?





15. Explain the features of good research problem.
16. Explain the types of experimental designs and control.
17. Law of inertia of large numbers is a corollary of law of statistical regularity. Explain.
18. Explain the features of a good questionnaire?
19. What are the assumptions of analysis of variance?
20. What are the functions of SPSS?
21. What are the mechanics in writing reports?

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Explain the applications of marketing research
23. Define primary data? Explain its merits and demerits.
24. Given the following data relating to social status and state of intelligence. Test whether intelligence is related to social status.

Intelligence level	Dull	Average	Brilliant	Total
Lower middle	22	35	23	80
Middle	38	70	32	140
Upper middle	60	20	20	100
Total	120	125	75	320

25. Explain the different types of report?

(2×15=30)

