

Roll No. ....

Subject Code—859-X

**M. Com. (Part II) EXAMINATION**

(Optional Group-II)

**MARKETING**

**MC-207-M**

**Marketing Research**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Define the following in brief :

- (a) Research Design
- (b) Null Hypothesis
- (c) Scaling
- (d) Disguised Questionnaire
- (e) Secondary Data

- (f) Non-parametric test
  - (g) Research problem
  - (h) Sampling errors
  - (i) Universe
  - (j) Sample Size.
2. Define Marketing Research. Why modern marketers rely heavily on marketing research for key decisions ?
  3. What do you mean by research problem ? Why do different research problems require different research design ?
  4. Elaborate complete marketing process in detail while explaining each step in it.
  5. Discuss various data collection techniques. How would we decide the suitability of the technique to use for the purpose in hand ?
  6. What is Sampling ? Discuss various sampling methods. What steps need to be taken to make sample representative of the universe ?

7. How to make an effective report ? Discuss the key aspects that need attention in report writing.
8. Discuss the different tools of data analysis in brief with their respective applications.