

Roll No.

Subject Code—8141

M. Com. (Second Year) EXAMINATION

(Main/Re-appear Batch 2009 Onwards)

MC-207-M

MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 70

Note : Attempt both Sections A and B. Internal choices have been given.

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Define Marketing Information System.
2. What is organisation of MR Department ?
3. Discuss role of MR Agencies.
4. Give the types of Research Designs.

5. What do you mean by Online data sources ?
6. Define Observation Method.
7. What is Sampling Plan ?
8. Define Sampling and Non-sampling errors.
9. What is Hypothesis Testing ?
10. What is Advertising Research ?

Section B

Note : Attempt all questions.

11. Explain nature, scope and importance of marketing research. Give suitable examples. 12

Or

Develop a research proposal. Also discuss the importance of a good research design.

12. Discuss primary data collection methods. Give elementary introduction to measurement scales. 12

Or

Explain Sampling Techniques. How can sample size be determined ?

13. What do you mean by Tests of Significance ? Discuss univariate, bivariate and multivariate data analysis. 11

Or

What is Sales and Market Research ? Discuss the International Marketing Research with its importance.