

Questions :

- (a) Suggest a suitable research design.
- (b) What type of information are required to evaluate the test market reaction?
- (c) Develop a rough questionnaire.

MBMM 3002

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester

Marketing

MARKETING RESEARCH
(2012-2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What are the uses of marketing research in decision making?
2. What are the various process of marketing research?
3. Explain the methods of sample surveys.
4. What are the methods of measurement in marketing research?
5. What are the methods of collection of secondary data?

6. What are the importance of advertising and sales promotion research?

7. What are the areas of market research design?

8. What are the research methods used for primary data collection?

SECTION B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the probabilistic and non-probabilistic sampling techniques of marketing research.

10. Explain the factors determining sample size and sampling errors.

11. Distinguish marketing research from marketing information system.

12. Explain different methods of market research. What are its objectives?

13. What are all the factors considered in rural marketing research?

14. Explain the general guidelines should be followed in marketing research report.

15. Explain briefly the elements of advertising research.

16. Describe the marketing research instruments.

SECTION C — (1 × 20 = 20 marks)

Compulsory.

17. Case study :

The marketing manager and product manager had been discussing about need for test marketing the product to get the feedback about a new product-toilet soap. Company made unique promise of pure soap made from pure vegetable oils.

Product manager suggested that Palakad and Bangalore could be selected as test towns. Palakad being a market which is likely to respond this unique benefit of purity and Bangalore representing cosmopolitan population. It was decided to test the product for a period of 12 to 25 weeks.

Product manager decided to give recommendations on extension of the product nationally, based on the performance in test markets. Marketing manager thought that it would be appropriate to use the sales of its existing brand as bench mark V.P (Sales) decided to arrange for a market survey among customers after 2 weeks of introduction.