



22100113

QP CODE: 22100113

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
JANUARY 2022
Fifth Semester**

Optional Core - CO5OCT05 - MARKETING RESEARCH

(Common for B.Com Model I Marketing & B.Com Model II Marketing)

2017 Admission Onwards

DA68D968

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Research.
2. What do you mean by marketing research?
3. What is research design?
4. Differentiate between dependent and independent variable.
5. What is formal experimental design?
6. Define law of statistical regularity.
7. What are the sources of primary data?
8. What is diagnostic interview?
9. What is type I error?
10. What is SPSS?
11. What do you mean by report writing?
12. What is a Business report?

(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 sources of research problems.
16. Explain different types of research design.
17. Discuss in brief the drawbacks of the sample survey.
18. What are the different data types that are used in measurement?
19. What are the different parts of a table?
20. Give a specimen of the ANOVA table for one-way analysis.
21. Describe the different aspects of Methodology.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the applications of marketing research.
23. Discuss in detail various methods of sampling.
24. In a diet survey the following results were obtained.

	Hindus	Muslims
Families taking tea	124	16
Families not taking tea	56	10

Is there any significant difference between the communities in the matter of tea taking.

25. What is a research report and describe the steps in writing up of the research?

(2×15=30)

