RI-0812
M. Com. (Honours) (Sem. IX) Examination
March / April - 2017
MC-9.5.2 - Marketing Research

Time : 2 Hours] [Total Marks : 50

Instructions :
(1)

(2) All questions are compulsory.

(3) Figures to the right indicate marks.

1 Answer in brief : 10

(1) State any two limitations of online survey.

(2) What is secondary data ?

(3) What is an experimental design ?

(4) State the significance of conducting market research.

(5) What is research design ?

2 (a) Explain in length the steps involved in marketing research process. 7

(b) Write a note on research proposal. 6

OR

2 (a) State all primary data collection methods. Explain observation method in detail. 7

(b) Write a note on conclusive research. 6

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3 What is questionnaire? Explain in detail steps involved in questionnaire preparation process.

OR

3 What are the advantages and limitations of secondary data.

4 Write short notes on: (any two)
(1) Online data sources
(2) Marketing Information System
(3) Importance of marketing research.