

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2025

M.Com .

MAXIMUM MARKS: 75

SEMESTER : I

TIME : 3 HOURS

MARKETING RESEARCH

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

K1

1. What is Marketing Research primarily used for?
a) Production only b) HR decisions c) Marketing decisions d) Financial auditing
2. Which of the following is a rational motive?
a) Impulse buying b) Habit c) Quality preference d) Brand image
3. The first step in a new product market Research is.....
a) Product launch b) Market testing c) Need identification d) Promotion
4. Sales control research helps in.....
a) Studying employee behaviour b) Reducing advertising costs
c) Measuring sales performance d) Determining product colour
5. A key method used in advertising Research is.....
a) Ratio analysis b) Sales forecast c) Surveys d) Payroll audit

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define marketing research and mention any one objective.
7. State any two emotional motives in motivation research.
8. What is the significance of product research in marketing?
9. Mention any two types of sales control research.
10. What is the purpose of advertising research?

(CONTD 2)

SECTION – B

(5 X 5 = 25 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K3)

11. a) Describe the scope and benefits of marketing research.

(OR)

- b) Distinguish between market research and marketing research.

12. a) Explain the relevance of motivation research in production and Marketing.

(OR)

- b) What are the limitations of motivational research?

13. a) Briefly describe the types of product research.

(OR)

- b) What are the steps to conduct a new product market research survey?

14. a) Write a note on sales audit and its importance.

(OR)

- b) Explain any two techniques of marketing cost analysis.

15. a) Outline the methods of conducting advertising research.

(OR)

- b) Describe the role of advertising research in marketing.

SECTION – C (5 X 8 = 40 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(K4 (Or) K5)

16. a) Explain the process of marketing research with a neat diagram.

(OR)

- b) Discuss various approaches to marketing research with suitable examples.

17. a) Evaluate the role of motivation research in understanding consumer behaviour.

(OR)

- b) Explain the concept of dynamics of motivation and its business relevance.

18. a) Analyse the importance of product research in launching a new product.

(OR)

- b) Discuss the skills required for product research with examples from industries.

19. a) Evaluate the significance and difficulties in conducting sales Control research.

(OR)

- b) Explain the process of conducting a sales analysis and its managerial benefits.

20. a) Critically examine the process and purpose of advertising research.

(OR)

- b) Discuss the skills required to conduct effective advertising research.