

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE 22 PCO 103

DURING THE ACADEMIC YEAR 2022-23 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : DECEMBER – 2022

M.Com.

MAXIMUM MARKS: 50

I SEMESTER

TIME : 3 HOURS

MARKETING RESEARCH

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCE.

(K2)

6. Define marketing research
7. Construct the meaning of rational motives?
8. What is meant by product Research?
9. Define sales audit.
10. What do you understand by “Advertising Research?

(CONT'D.....2)

SECTION – B (5 X 3 = 15 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(Qn. No. 11 to 15) Questions for Short Answers with internal choices. (K3)

11. (a) List the objectives of marketing research?
(OR)
 (b) Distinguish between market research and marketing research.
12. (a) What are rational motives?
(OR)
 (b) Mention the skills required for motivational research?
13. (a) Bring out the importance of product Research
(OR)
 (b) How do you conduct a market survey of a New Product?
14. (a) State the scope of sales control Research.
(OR)
 (b) Classify the different types of sales control Research?
15. (a) State the importance of Advertising Research.
(OR)
 (b) Highlight the purpose of conducting Advertising Research.

SECTION – C**(5 x 5=25 Marks)**

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

16. (a) Describe the various steps involved in the process of marketing research.
(OR)
 (b) Explain briefly various approaches available for conducting marketing Research.
17. (a) Examine the need for Motivational research.
(OR)
 (b) Explain the relevance of motivational research.
18. (a) Explain the various stages involved in new product development process.
(OR)
 (b) Describe the different types of Product Research.
19. (a) Discuss the significance and benefits of sales control research.
(OR)
 (b) Examine the difficulties experienced in sales control Research?
20. (a) Assess the various methods of advertising research.
(OR)
 (b) Describe the scope of Advertising research.
