

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)

1. Market research is an organized effort to gather information about

a) Market, consumer	b) Market, marketing
c) Mind, media	d) Marketing, behavior
2. When the company carries out further analysis of the market as the product concept is finalised in -----

a) Market analysis	b) Business analysis
c) Financial analysis	b) Economic analysis
3. ----- research is an organised and systematic effort to identify to motive of individuals

a) Motivational	b) Product
c) Advertising	d) Sales control
4. -----is an exercise undertaken to evaluate and assess the entire selling operations in an organisation

a) Purchase audit	b) Sales audit
c) Private audit	d) Cost audit
5. ----- is one of the effective promotional strategies

a) Personal selling	b) Advertising
c) Sales Promotion	d) All the above

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?”

(CONTD.....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.
