

Total No. of Pages: 1

5693

Register Number:

Name of the Candidate:

B.Com DEGREE EXAMINATION, December 2014

(COMPUTER APPLICATIONS)

(THIRD YEAR)

(PART - III)

761: BASICS OF MARKETING RESEARCH

(Old Regulations)

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer any FIVE questions.

(5 × 8 = 40)

1. Define marketing research. State the importance of it.
2. Differentiate research methods and research methodology.
3. What are the characteristics of a research design?
4. Write down the merits of collecting data through questionnaire.
5. How the problem of don't know (DK) responses should be dealt with by a researcher?
6. Describe in brief classification and tabulation of data.
7. What points one should observe while using percentages in research studies?
8. Write short notes on "the techniques of writing report"

SECTION - B

Answer any THREE questions.

(3 × 20 = 60)

9. Briefly explain the problems that are encountered by researchers in India.
10. Explain and illustrate the procedure for selecting a random sample.
11. Discuss interview as a technique of data collection.
12. Processing of data implies coding, editing, classification and calculation. Describe in brief these four operations.
13. What points could you keep in mind while preparing a research report.

\$\$\$\$\$\$