

Madras University

B.B.A Business Administration Marketing research Question paper

April 2010 ZZ6B

Time: Three hours

Maximum: 100 marks

Section A - (10X3=30 marks)

Answer any 10 questions.

1. Define marketing research.
2. List the scope of marketing research.
3. What are the objectives of marketing research?
4. What is random sampling?
5. What are sampling errors?
6. What is Mail questionnaire?
7. Define an interview.
8. Define motivational research.
9. What is product planning?
10. Define sale control.
11. Define Advertising media.
12. List the content of marketing research report.

Section B- (5X6=30 marks)

Answer any 5 questions.

13. Distinguish between marketing research and market research and state content of each.
14. State the factors that should be considered while determining the sample size.
15. What is an interview? What are the different types of interview?
16. What are the limitations of motivational research?
17. Discuss the different stages in product lifecycle.
18. Explain the need for sales control research.
19. How would you select right media of advertisement?
20. Discuss the need for marketing research report.

Section C- (2X20=40 marks)

Answer any 2 questions

21. Explain the reasons why marketing research is considered as a tool in decision making with suitable example.
22. Briefly examine the various technique involved in data collection.
23. What is the need for advertising research? Explain the communication effect and sales effect advertisement research methods.
24. Discuss the qualities of good marketing research report with suitable example.