

**M. Com. (Final) Examination, 2001**

**BUSINESS ADMINISTRATION**

**(Marketing Area)**

**(Group - B)**

**Paper — II**

**Marketing Research**

Time 3 Hours]

[Maximum Marks 100

Attempt any **five** questions.  
All questions carry equal marks.

1. Discuss the importance and limitations of marketing research. How does the marketing research contribute to decision making? **10+10**
2. What are the different kinds of marketing decisions? Differentiate between initiative decision and scientific decisions. **10+10**
3. Explain briefly the general procedure of developing marketing research plan. **20**
4. Distinguish between 'Descriptive research design' and 'Experimental research design'. **10+10**
5. Explain the difference between Schedule and Questionnaire. Draw up a questionnaire of about 10 main questions designed to collect information about university students' brand preferences of cosmetic products. **10+10**
6. When does analysis of the research conducted actually begin? What is the relationship between the analytical and interpretive steps in the research process? **10+10**
7. Explain briefly various methods of sampling which can be used in marketing research. **20**
8. Explain the steps followed in a marketing survey. **20**
9. What do you understand by 'Motivation Research'? Discuss the various techniques of motivation research. **10+10**
10. Write short notes on any **two** of the following: **10+10**
  - (i) Product Research
  - (ii) Observation & Experiment
  - (iii) Marketing Research in India
  - (iv) Primary & Secondary Data