

QP CODE: 25007858



Reg No :
Name :

**B.COM DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY
2025**

Fifth Semester

Optional Core - CO5OCT05 - MARKETING RESEARCH

B.Com Model I Marketing, B.Com Model II Marketing

2022 Admission Only

4F70FE40

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Explain the features of marketing research.
2. State any two limitations of marketing research.
3. Define Research design.
4. What do you mean by Extraneous variables?
5. What do you mean by exploratory research design?
6. What is convenience sampling?
7. What is diagnostic interview?
8. What is nominal scale?
9. What is head note?
10. What are parametric tests?
11. What is a Research Report?
12. What is a Project Report?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the advantages of Research?





14. Explain the steps involved in marketing research.
15. Explain the features of good research problem.
16. Explain the types of experimental designs and control.
17. Discuss in brief the drawbacks of the sample survey.
18. What are the factors that influence the decision on the size of the sample?
19. How do you use Chi-square test, for testing the goodness of fit?
20. What are the functions of SPSS?
21. What are the mechanics in writing reports?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the applications of marketing research.
23. Define primary data? Explain its merits and demerits.
24. Three varieties of crops A,B,C are tested in a randomized block design with four replications: The yields are given below.

Variety	Replications				Total
	I	II	III	IV	
A	6	4	8	6	24
B	7	6	6	9	28
C	8	5	10	9	32

Test whether there is difference between varieties. Test also whether the yield of A differs significantly from that of B.

25. Describe the layout of a report.

(2×15=30)

