

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008 – 2009 & thereafter)

SUBJECT CODE : CM/ME/MR64

B.Com. DEGREE EXAMINATION APRIL 2013
COMMERCE
SIXTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : MARKETING RESEARCH
TIME : 3 HOURS **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Define market research.
2. What is called an ordinal scale?
3. What are dichotomous questions?
4. Briefly explain participant error.
5. What do you mean by 'skip interval' in a systematic sampling?
6. What are the broad areas in which a data is classified?
7. What are called extraneous variables?
8. Explain: Error of central tendency and Error of Leniency.
9. What is called a longitudinal study?
10. Explain the following terms used in a report.
a. Glossary b. Appendix

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Explain the different types of Test Marketing.
12. Describe the hierarchy of marketing decision makers with a suitable diagram
13. Explain the importance of research in marketing with suitable example.
14. Briefly explain the different types of Tests of validity
15. Distinguish between Descriptive and casual studies
16. What are different types of scales. How do these differences affect the statistical analysis technique
17. Briefly explain the steps involved in hypothesis testing while analyzing the data.

SECTION – C

ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)

18. Describe some of the important Research designs used in experimental hypothesis testing research study.
19. Describe in detail the various steps involved in a Research Process
20. Explain the various methods of primary data collection with its merits and demerits.
21. Explain the significance of a Research Report and narrate the various steps involved in writing such a report.
