

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

SUBJECT CODE : CM/ME/MR64

B.Com. DEGREE EXAMINATION APRIL 2011
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. What is an opinionnaire ?
2. Why is research design necessary to conduct a study?
3. What is a score card ?
4. Write a short note on Latin Square design.
5. What is payoff data and casual data ?
6. Define Marketing Research.
7. What is an omnibus panel ?
8. Explain Thematic Apperception Test.
9. What is a nominal scale ?
10. What are dichotomous questions ?

SECTION – B

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

11. Explain the different classifications of measurement scales.
12. Distinguish between natural experiments and controlled experiments.
13. What are the criteria for a good research design ?
14. What are the sources of collecting secondary data? Explain with its merits and demerits?
15. Discuss the factors deciding the appropriate technique of analysis.
16. Explain the characteristics of a good questionnaire.
17. “ The success of an interview depends on the way an interview is conducted”.
Comment.

SECTION – C

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

18. Discuss the methods of scale construction with its merits and demerits.
19. Explain the different types of Test Marketing.
20. Discuss the different types of Marketing Research process.
21. “A Research report containing excessive information is not a good report”. Comment.
