

N.G.M.COLLEGE (AUTONOMOUS): POLLACHI

END-OF-SEMESTER EXAMINATIONS: NOVEMBER -2023

M.Com.

MAXIMUM MARKS: 75

SEMESTER: I

TIME : 3 HOURS

MARKETING RESEARCH

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(Objective Questions with four Multiple Choices)

(K1)

1. _____ refers to the process of evaluating the viability of a new service or product through research conducted directly with potential customers.
(a) Market Research (b) Motivation Research
(c) Product Research (d) Sales Control Research
2. Motivation research is a type of
(a) Applied research (b) Qualitative research
(c) Quantitative research (d) Basic research
3. Product research covers
(a) Ascertaining extent of price modification
(b) Studying the price policy and strategies of the competitor
(c) Research on causes and extent of customer dissatisfaction
(d) Measuring advertising effectiveness
4. Sales Control Research heavily relies on _____ data and expert opinion.
(a) Primary (b) Secondary
(c) Qualitative (d) Quantitative
5. There are _____ types of advertising research
(a) One (b) Two (c) Three (d) Four

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. What is meant by Marketing Research?
7. Define Motivation Research.
8. State the meaning of the term Product Research?
9. What do you mean by Sales Control Research.
10. Why does advertising play a vital role in Research?

(CONTD 2)

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K3)**

11. a) Analyse briefly the various scope of marketing research

(OR)

b) Interpret the objectives of marketing research

12. a) Construct clearly the needs required for motivation research

(OR)

b) Identify the various limitations of motivational research

13. a) Summarize briefly the importance of product research

(OR)

b) Classify the numerous skills involved in product research

14. a) Label the significance of sales control research

(OR)

b) Recommend the benefits of sales control research

15. a) Assess the purpose of conducting advertising research

(OR)

b) Examine the process involved in advertising research

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.****(K4 (Or) K5)**

16. a) Elucidate in detail the approaches to marketing research

(OR)

b) Distinguish between market research and marketing research

17. a) Formulate the relevance of motivational research in production

(OR)

b) Prioritize the motivation research skills in marketing research

18. a) Categorize in detail the types of product research

(OR)

b) Highlight the steps involved in conducting a new product market research survey

19. a) Discuss in detail the difficulties faced by sales control research

(OR)

b) Analyse the techniques of Cost Analysis.

20. a) Elaborate in detail the methods of advertising research

(OR)

b) Describe in detail the role of advertising research in marketing