

(FOR THE CANDIDATES ADMITTED

SUBJECT CODE **24 PCO 103**

DURING THE ACADEMIC YEAR 2024-26 ONLY)

REG.NO.

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

END-OF-SEMESTER EXAMINATIONS : NOVEMBER – 2024

M.Com.

MAXIMUM MARKS: 75

SEMESTER: I

TIME : 3 HOURS

MARKETING RESEARCH

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

(K1)

1. What is the primary purpose of marketing research?
 - a) To entertain customers
 - b) To collect financial data
 - c) To aid in making informed business decisions
 - d) To increase sales directly
2. Which skill is NOT typically associated with motivation research?
 - a) Analytical Skills
 - b) Communication Skills
 - c) Technical Skills
 - d) Empathy
3. Which type of research focuses on describing product features and market characteristics?
 - a) Exploratory Research
 - b) Descriptive Research
 - c) Causal Research
 - d) Qualitative Research
4. What is the first step in conducting a sales audit?
 - a) Data Collection
 - b) Analysis
 - c) Planning
 - d) Reporting
5. Why is advertising research important?
 - a) It ensures compliance with financial regulations
 - b) It helps in optimizing advertising strategies and measuring effectiveness
 - c) It focuses solely on product development
 - d) It manages logistics and distribution

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define marketing research
7. What do you mean by Motivational Research?
8. Recall the term 'Product Research'
9. Give a brief note on Sales Audit
10. Spell out the term Advertising Research.

(CONTD 2)

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

11. a) Construct the process of marketing research
(OR)
b) Identify the various approaches to marketing research
12. a) Assess the scope of motivational research
(OR)
b) Sketch the dynamics of motivation in diagrammatic representation
13. a) Label the various types of product research
(OR)
b) Examine the various skills required for conducting product research
14. a) List the types of sales control research
(OR)
b) Assess the various benefits of sales control research
15. a) Interpret the purpose of conducting advertising research
(OR)
b) Describe the role of advertising research in marketing

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

16. a) Enumerate briefly the scope of marketing research
(OR)
b) Differentiate between market research and marketing research
17. a) Formulate in detail the relevance of motivational research in marketing
(OR)
b) Elucidate precisely the limitations of motivational research
18. a) Explain in detail the importance of product research
(OR)
b) Prioritize the steps to conduct a new product market research survey
19. a) How do you conduct a sales audit? Explain.
(OR)
b) Categorize clearly the various techniques of marketing cost analysis
20. a) Classify in detail the process of advertising research
(OR)
b) Analyze briefly the methods of advertising research