

TYBCom - Sem - II
Nov. - 2018

Time:- 03Hours

Marks:- 100

- Note: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1 (A) Select the most appropriate answer from the option given below 10

1. Marketing Research is very much needed in India to _____
(Explore rural markets, economic development, optimum use of resources, all of these.)
2. _____ is designed to handle communication for multiple organizations within a city.
(Local Area Network (LAN), Wide Area Network (WAN), Metropolitan Area Network (MAN), None of these.)
3. Garbage analysis is a source of _____ data collection.
(Primary, secondary, continuous, Adhoc.)
4. _____ are; predetermined in structures interview.
(Questions, answer, questions and answers, none of these)
5. _____ is the first stage of data analysis.
(Counting, Editing, Hypothesis testing, Summarization.)
6. Marketing Decision Support System is a component of _____
(Marketing Research, Consumer Research, Marketing Information System, Social Media Research)
7. _____ Questions should be avoided for good questionnaire.
(Hypothetical, Double barrelled, Biased, All of these)
8. _____ data is more accurate and reliable.
(Published, On web published, Secondary, Primary)
9. _____ tabulation; is more flexible by nature.
(Hand, machine, hand & machine, none of these)
10. _____ is referred as, the list of books, articles, web etc. used in the preparation of research Report. (List of tables, Summary, Bibliography, Appendix)
11. Recording of the _____ interview; can be done as a proof.
(Personal, Mail, Telephonic, Group)
12. The process of extracting use full information from large data is known as -----
(decision making, collection of data, data mining, analysis.)

B State whether the following statements are TRUE or FALSE (Any TEN) 10

1. Marketing Information System is a component of Marketing Research.
2. Marketing Research can study all types of marketing problems.
3. Hypothesis is the guiding force in any research study.
4. Snowball sampling is an example of probability sampling.
5. Group interviews are structured by nature.
6. Modern technology; reduces errors in data collection.
7. E-mail interview is free from respondent and interviewer bias.

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8. Census report is a type of secondary data for Government.
9. Graphs should be less frequently used; while presenting the data.
10. Marketing decision making system has multiple uses an application.
11. Sampling and questionnaire go hand in hand.
12. Open ended questions are commonly used in structured interviews.

Q.2 Answer any two of the following

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- a) Define the Marketing Research and explain the objectives of Marketing Research.
- b) What are the ethical issues involved in marketing research?
- c) Explain the decision support system and describe the importance of decision support system.

Q.3 Answer any two of the following

15

- a) What is a hypothesis? Discuss the types of hypothesis.
- b) Explain the steps of developing questionnaires.
- c) Discuss the essentials of good sampling.

Q.4 Answer any two of the following

15

- a) What are different methods of primary data collection? Explain.
- b) How modern technology can be used for data collection? Explain.
- c) Distinguish between Qualitative and Quantitative Research.

Q.5 Answer any two of the following

15

- a) Discuss the various stages in data processing.
- b) What is a Research Report? Explain the types of Research Report.
- c) Describe the statistical tools that are being used in analysis of data.

Q.6 Write a short notes (any FOUR)

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- a) Components of Marketing Information System.
- b) Steps in Marketing Research
- c) Types of questions in a good questionnaire.
- d) Merit and demerits of personal interview
- e) Use of visual aids in Research report
- f) Methods of Tabulation

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