V Semester B.Com. Examination, November/December 2018
(Repeaters) (Semester Scheme) (2014-15 and Onwards)
COMMERCE
5.6 : Elective – III (Paper – II) : Marketing Research

Time : 3 Hours
Max. Marks : 100

Instruction : Answers should be completely in English or in Kannada.

SECTION – A

1. Answer any 10 sub-questions. Each carries 2 marks : *(10×2=20)*
   a) What is market research ?
   b) State the meaning of hypothesis.
   c) What is primary data ?
   d) What do you mean by interpretation of data ?
   e) What do you mean by cluster sampling ?
   f) Define Chi-square test.
   g) What is type – I and type – II sampling error ?
   h) What is graphical representation ?
   i) What is price research ?
   j) Mention the types of research.
   k) What is cross tabulation ?
   l) What is data processing ?

SECTION – B

Answer any 4 questions. Each carries 8 marks : *(4×8=32)*

2. Mention the features of marketing research.
3. Briefly explain the types of research report.
4. Explain the role of customers in today's marketing.
5. Write a note on internet marketing research.
6. Explain the objectives of exploratory research.

SECTION – C

Answer any 3 questions. Each carries 16 marks:

7. Explain in detail, the advertising research decisions.
8. Explain the steps in research process.
9. Explain MIS and DSS in marketing research.
10. Explain the methods of data collection in marketing research.
V Semester B.Com. Examination, November/December 2017
(Repeaters) (Semester Scheme) (2014-15 and Onwards)
COMMERCe
5.6 : Elective – III (Paper – II) Marketing Research

Time : 3 Hours
Max. Marks : 100

**Instruction :** Answers should be completely in English or in Kannada.

SECTION – A

1. Answer any 10 sub-questions. Each carries 2 marks. (10×2=20)

   a) What is market research?

   b) What is a questionnaire?

   c) What are mail survey’s?

   d) Give the meaning of cluster analysis.

   e) What is a chi-square test?

   f) What is empirical research?

   g) Give the meaning of Review of literature.

   h) What is regression analysis?
i) What is a Type I error?
ii) What is a Type II error?

j) Mention the sources of secondary data.

k) What is data mining?

l) What is sales research?

SECTION - B

Answer any 4 questions. Each carries 8 marks.

2. Briefly explain the various pricing strategies in marketing research.

3. Explain briefly types of written reports.

4. Explain the role of customer’s in today’s marketing.

5. Explain the data mining techniques used by an organisation.

6. What are the basic principles of editing?
SECTION - C

Answer any 3 questions. Each carries 16 marks.

7. Explain in detail the advertising research decisions.

8. The validity of a sample depends upon certain decisions. Explain them. Bringout the purposes and pre requisites of sampling.

9. Explain the various sources of primary data.

10. Explain MIS and DSS in marketing research.
V Semester B.Com. Examination, November/December 2016
(Repeaters) (Semester Scheme)
(2014-15 and Onwards)
COMMERCE
5.6 : Elective – 3 : Paper – II : Marketing Research

Time : 3 Hours  Max. Marks : 100

**Instruction**: Answers should be completely in English or in Kannada.

**SECTION – A**

1. Answer any 10 sub-questions. Each carries 2 marks: \((10 \times 2 = 20)\)

   a) What is communication?

   b) What is report?

   c) Differentiate between MIS and DSS?

   d) What is cross tabulation?

   e) What do you mean by sales research?

   f) State the meaning of alternative hypothesis in research.

   g) What do you mean by case study research?

   h) What is meant by census survey?

   i) What is product research?

   j) 

   **P.T.O.**
j) What do you mean by customer relationship marketing?

k) What is telephonic interview?

l) Mention any two scaling techniques.

SECTION - B

Answer any 4 questions. Each carries 8 marks: (4×8=32)

2. Explain the importance of marketing research.

3. Briefly explain the objectives and scope of marketing research.

4. Briefly explain the methods of sampling.

5. Explain the various uses of customer data base.

6. Briefly explain the principles of report presentation.

SECTION - C

Answer any 3 questions. Each carries 16 marks: (3×16=48)

7. Explain the different types of report.
8. What do you mean by advertising research? What are the areas in advertising research?

9. What is questionnaire? What steps are taken into account while designing questionnaire?

10. Write short notes on:
   a) On-line marketing
   b) Explanatory research
   c) Testing of hypothesis.

       a)  
       b)  
       c)  