



PAT-014-0031003

Seat No. _____

**M. P. M. (Sem. X) (CBCS) (W.E.F. 2014-15 & 2015-16)
Examination**

August / September - 2020

Marketing Research

Faculty Code : 014

Subject Code : 0031003

Time : 3 Hours]

[Total Marks : 80

- Instructions :**
- (1) Attempt three questions from each section.
 - (2) Questions 1 and 5 are compulsory.
 - (3) Figure to the right indicates full marks for the respective question.
 - (4) Draw neat and clean diagram when required.

SECTION-I

- 1** Answer the following questions : (Any Seven) **14**
- (1) What do you mean by field investigation?
 - (2) Describe the meaning of Personal interview.
 - (3) What is Research report?
 - (4) Explain Analytical research & Descriptive research.
 - (5) Define term Research.
 - (6) Explain Simple random sampling.
 - (7) Explain the term Marketing Research.
 - (8) Write the types of research design.
 - (9) Give the meaning of Applied research with suitable example.
 - (10) How literature review helps in research?
- 2** Answer the following questions :
- (1) Explain significance of marketing research. **7**
 - (2) Discuss in detail - Data collection methods. **6**

- 3** Answer the following questions :
- (1) Write a detail note on 'Hypothesis testing'. **7**
 - (2) Discuss various steps of designing a good Questionnaire. **6**
- 4** Answer the following questions :
- (1) Discuss advantages and limitations of Interview method. **7**
 - (2) Explain the needs of Research design and characteristics of good design. **6**
- SECTION-II**
- 5** Answer the following questions : (Any **Two**) **14**
- (1) Define Product research along with its significance.
 - (2) Explain in detail Experiments and Surveys.
 - (3) Describe the Marketing research process in detail.
- 6** Answer the following questions :
- (1) Explain meaning and features of marketing research. **7**
 - (2) What kind of problems encountered by researchers in India? **6**
- 7** Answer the following questions :
- (1) What are the key issues to keep in mind when writing research report? **7**
 - (2) Differentiate Exploratory descriptive & Diagnostic researches. **6**
- 8** Answer the following questions :
- (1) What is Desk research? Discuss its methodology and techniques. **7**
 - (2) Explain Scope of marketing research in detail. **6**