Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/ Dec– 2018**

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| **Code :** | **18MS3038** | **Duration :** | **3hrs** |
| **Sub. Name :** | **MARKETING RESEARCH** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** |  | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Elaborate the functions of marketing research agencies. Identify the career opportunities in marketing research. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Choose any two Market Research firm, outline the problem identification and types of research used by that particular firms, finally Compare and Contrast. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | What are the sequence of steps involved in marketing research process? | CO2 | 20 |
| (OR) | | | | |
| 4. |  | Explain different methods of data collection with examples. State their merits and demerits | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | Explain Probability and Non-Probability sampling techniques of Marketing research with examples. | CO3 | 20 |
| (OR) | | | | |
| 6. |  | Differentiate factor and cluster analysis with examples. | CO4 | 20 |
|  |  |  |  |  |
| 7 |  | Explain structural Equation Modeling and its Variables. Elucidate its applications in Marketing Research | CO4 | 20 |
| (OR) | | | | |
| 8. |  | Enumerate and explain the factors to be considered while drafting a marketing research report. | CO3 | 20 |
|  | |  |  |  |
|  | | **Compulsory:** |  |  |
| 9. |  | A study was undertaken to access the consumer satisfaction on a particular brand of Smartphone. Design a suitable questionnaire to collect primary data from the respondents. | CO3 | 20 |