

(2½ / 3 Hours)**[Total Marks : 80 / 100**

- N.B. :** (1) All questions are compulsory.
(2) Regular students prior to academic year 2011-12 should answer only section I of 80 marks in 2½ hours.
(3) IDOL and other students should answer both the sections within 3 hours for 100 marks.

1. Explain briefly the following terms (any eight) 16
- | | |
|----------------------|-------------------------|
| (a) Classification | (f) Product development |
| (b) Trade Mark | (g) Tabulation |
| (c) Oral report | (h) Bibliography |
| (d) Group interview | (i) Observation method |
| (e) Telephone survey | (j) Sales forecasting |
| | (k) Branding Research |
2. Answer any two of the following : 16
- (a) Define Marketing Research . Explain its Advantages
 - (b) Explain the importance of marketing information system.
 - (c) Explain the scope of Marketing Research.
3. Answer any two of the following : 16
- (a) Write a note on "Marketing Audit."
 - (b) Explain the merits and demerits of mail survey method.
 - (c) Distinguish between Pretesting and Post testing methods evaluating advertising effectiveness.
4. Answer any two of the following : 16
- (a) What are the steps in designing a Questionnaire?
 - (b) What are the contents in a research report?
 - (c) Explain briefly the merits and demerits of sampling.
5. Answer any two of the following : 16
- (a) Explain the methods of tabulation of data and its merits.
 - (b) What are the merits of professional marketing research agencies?
 - (c) Explain the problems of rural market in India.

Section - II**(For IDOL student only)**

6. Write notes on any four of the following : 20
- | | |
|-------------------------|--------------------|
| (a) Professional ethics | (d) Sales analysis |
| (b) Consumer research | (e) ORG |
| (c) Test marketing | (f) Secondary data |

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