



SN – 342

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V Semester B.Com. Examination, November/December 2013

(Semester Scheme)  
(2013-14 & Onwards)

COMMERCE

Paper – 5.6 : (Elective – II) : Marketing Research

Time : 3 Hours

Max. Marks : 100

**Instruction :** Answer should be written **completely** in **English** or in **Kannada**.

SECTION – A

1. Answer **any 8** sub-questions. **Each** sub-question carries **2** marks. (8×2=16)

- What do you mean by Marketing Research ?
- What is secondary data ?
- Define sample size.
- What is questionnaire ?
- Give the meaning of observation method.
- Define convenience sampling.
- What do you mean by Interpretation of data ?
- What is customer data base ?
- What is processing of data ?
- What is coding ?



SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks.

(3×8=24)

- What are the Limitations of Marketing Research ?
- Write a note on Sampling Error.

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4. Mention the steps involved in Technique of Interpretation.
5. State the various uses of customer data base.
6. Write short note on Internet Marketing Research.

### SECTION – C

Answer **any four** questions. **Each** question carries **15** marks.

(4×15=60)

7. Explain the contents of a Report.
8. Explain the methods of data collection in Marketing Research.
9. What are the objectives of Marketing research ? Discuss the scope of Marketing research.
10. Explain the various methods of sampling.
11. Write short note on :
  - a) Distribution Research
  - b) Sampling design
  - c) Uses of Internet.

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