

Reg. No.

--	--	--	--	--	--	--	--	--	--



**BBABMC 314/BBMBMC 314**

**Credit Based V Semester B.B.A./B.B.M. Degree Examination,  
November/December 2018**

**(2012 Scheme)**

**MARKETING MANAGEMENT – I (Elective)  
Marketing Research**

Time : 3 Hours

Max. Marks : 120

- Instructions :** 1) Section – A : Answer in **one or two** sentences **each**.  
2) Section – B : Answer in **not more than two** pages **each**.  
3) Section – C : Answer in **not more than six** pages **each**.

**SECTION – A  
(Two marks each)**

Answer **any 10** questions.

**(2×10=20)**

1. a) What is closed ended questions ?
- b) What is literature research ?
- c) What do you mean by tabulation ?
- d) What do you mean by cluster sampling ?
- e) What is meant by telephone survey ?
- f) Give the meaning of life style.
- g) What is meant by cognitive dissonance ?
- h) What do you mean by organisational market ?
- i) What is meant by undifferentiated marketing ?
- j) State any two features of market segmentation.
- k) What is government market ?
- l) What do you mean by sampling unit ?

**SECTION – B  
(Eight marks each)**

Answer **any five** questions.

**(8×5=40)**

2. What are the objectives of marketing research ?
3. Distinguish between market research and marketing research.

P.T.O.





4. Briefly explain the different types of random sampling.
5. Write a note on observational method of conducting marketing research.
6. Explain the Pavlovian model of consumer behaviour.
7. What are the advantages of marketing segmentation ?
8. What are the determinants of organisational buying behaviour ?

SECTION – C

(20 marks each)

(20×3=60)

9. What is primary data ? Explain the methods adopted for gathering primary data in marketing research.

OR

Briefly explain the bases for market segmentation.

10. Define consumer behaviour. Explain the various social and cultural factors influencing consumer behaviour.

OR

Define marketing research. Explain the steps in marketing research process.

11. a) What are the different types of organisational market ?

10

- b) Case study :

10

A leading US company, compaq is interested in selling micro computers in Indian market. The company has planned to sell its product through alternative channels, like direct selling. For its vending, the company contracted its Delhi office for conducting a research to establish credibility of the present Indian distribution network for the proposed product.

Customer focus is the main marketing philosophy of the US compaq. The Indian subsidiary has decided to conduct structured interview for the purpose of finding out the efficiency of direct marketing of its micro-computers.

**Questions :**

- 1) What factors should be considered before carrying out the structured interview ?
- 2) Justify the direct marketing channel if used for the sale of its micro-computers.