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**BBABMC 314/BBMBMC 314**

**V Semester B.B.A./B.B.M Degree Examination,  
October/November 2019**

*(Credit Based Semester Scheme)*

**Paper I : MARKETING MANAGEMENT (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.

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**SECTION - A**

(Two Marks Each)

1. Answer **any ten** from the following : **(10 × 2 = 20)**
  - (a) Define marketing research.
  - (b) What is mail survey?
  - (c) What is pilot study?
  - (d) What is marketing information system?
  - (e) What is brand switching?
  - (f) Write the meaning of market segmentation.
  - (g) What is B2C marketing?
  - (h) What is reciprocity marketing?
  - (i) Who are hard core loyals?



- (j) Write the meaning of buying motives.
- (k) Who is an opinion leader?
- (l) What is meant by target marketing?

**SECTION - B**

(Eight Marks Each)

Answer any **five** questions:

**(5 × 8 = 40)**

- 2. Explain the advantages of marketing research.
- 3. Differentiate between marketing research and marketing information system.
- 4. Explain the features of organizational markets.
- 5. What are the essentials of a good questionnaire?
- 6. Explain the benefits of market segmentation.
- 7. Explain the stages of buying decision process.
- 8. Explain the different types of random sampling.

**SECTION - C**

(Twenty Marks Each)

**(3 × 20 = 60)**

- 9. (a) What is research design? Explain marketing research process.

Or

- (b) Explain the various types of buying motives which leads to consumer to buy a product.

- 10. (a) Explain the various factors determining consumer behavior.

Or

- (b) What are the emerging issues and problems in marketing research in India?



**BBABMC 314/BBMBMC 314**

11. (a) What is the difference between primary data and secondary data. (10)
- (b) Case Study: (10)

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Martin Incorp. was a company carrying business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words, they only concentrated on what they would make, and did not bother about changes in preferences of their target market.

They were later joined by Mr. Ash, a marketing graduate who advised the company regarding the changing consumer preferences and the changes that were necessary to be incorporated in the product. He emphasized upon the income factors and social factors only. He modernized the products to a great extent and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have proportionate increase in sales.

The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behavior had been neglected.

Questions:

1. Do you agree with the assistant and product managers, and why?
  2. What other factors, if any, could have been considered? Explain in detail.
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(b) Case Study: (10)

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