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BBMBMC 314

**Credit Based V Semester B.B.M. Degree Examination, Nov./Dec. 2015
(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

(2 marks each)

(2×10=20)

1. Answer **any ten** questions :

- Define Marketing Information System.
- What are 'beliefs' ?
- What are open-ended questions ?
- What is motivation research ?
- What do you mean by convenience sampling ?
- Give the meaning of organisational market.
- What is meant by 'pre-testing' the questionnaire ?
- What is discretionary income ?
- What is meant by sub-culture ?
- Give the meaning of "Structured direct Interview".
- Write two differences between market research and marketing research.
- What are 'aspirational groups' ?



SECTION – B
(8 marks each)

(8×5=40)

Answer any five questions :

2. What are the objectives of marketing research ?
3. What is secondary data ? What are the advantages and disadvantages of using secondary data ?
4. What are the requisites of a good questionnaire ?
5. How organisational market is different from consumer market ? Explain.
6. Explain the learning model of consumer behaviour.
7. What is telephone interview ? What are its merits and demerits ?
8. What is concentrated marketing ? What are the advantages and limitations ?

SECTION – C
(20 marks each)

(20×3=60)

9. Define Marketing Research. Explain the steps in marketing research process.

OR

What is primary data ? What are its sources ? What is the difference between primary data and secondary data.

10. What is meant by market segmentation ? Explain the bases for segmenting consumer market.

OR

What are the factors influencing organisational buying ?

11. a) What is the importance of the study of consumer behaviour ? Explain. 10

- b) Case study : 10

Nestle, a Swiss company which is known world wide for manufacturing high quality delicious chocolates had suffered a major setback by its product "Maggie noodles". However, there is no decline in its market for chocolates. The company is hopeful of relaunching its product again in the market by getting the certificate from the authorities that the product is not harmful to the health of people.

The company has the following options :

1) Give up 'Maggie noodles' and concentrate on other products.

2) Relaunch the 'Maggie noodles under' different name.

Suggest your strategy to over come this crisis.