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BBMBMC 314

**Credit Based Fifth Semester B.B.M. Degree Examination, Oct./Nov. 2016
(2012 Scheme)**

**MARKETING MANAGEMENT – 1 (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 :

- A) What is research design ?
- B) What is close-ended questions ?
- C) Define sample.
- D) What is census survey ?
- E) What is marketing information system ?
- F) What is resellers market ?
- G) What is brand switching ?
- H) Who are hard core loyalists ?
- I) What is cognitive dissonance ?
- J) What are membership groups ?
- K) What is undifferentiated marketing ?
- L) Define market segmentation.

**SECTION – B
(8 marks each)**

(8×5=40)

Answer **any five** questions :

- 2. Differentiate between marketing research and market research.
- 3. Explain the different types of random sampling.

P.T.O.



4. What are the characteristics of consumer behaviour ?
5. What are the benefits of market segmentations ?
6. Distinguish between consumer market and organisational market.
7. Explain the nature and scope of marketing research.
8. What are the requisites of a good questionnaire ?

SECTION – C
(20 marks each)

(20×3=60)

9. Define marketing research. Explain marketing research process.

OR

Explain the bases for segmenting consumer market.

10. Explain the various types of buying motives of consumers.

OR

Explain the various methods of collecting primary data.

11. A) Explain the importance of the study of consumer behaviour. 10
- B) Case study : 10

A leading US company, Compaq is interested in selling micro-computers in the Indian market. The company has planned to sell its products through alternative channels like direct selling by using mailers/Telephones/personal selling/tele-marketing/internet marketing for its vending, the company contacted its Delhi office for conducting a research to establish the credibility of the present Indian distribution network for the proposed products.

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 as most of the customers are unwilling to pay any premium for their most preferred brand.