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BBMBMC 314

**Credit Based Fifth Semester B.B.M. Degree Examination,
October/November 2017**

(2012 Scheme)

MARKETING MANAGEMENT – I (Elective)

Marketing Research

Time : 3 Hours

Max. Marks : 120

Instructions: 1) A single answer booklet containing **40** pages will be issued.
2) **No** additional sheets will be issued.

SECTION – A
(Two marks each)

(2×10=20)

1. Answer **any ten** questions.

- A) Define marketing research.
- B) What is syndicated research ?
- C) What is Desk Research ?
- D) What is Pilot study ?
- E) What is brand switching ?
- F) What is buying motives ?
- G) Who is an opinion-leader ?
- H) What is market segmentation ?
- I) Write any two benefit of market segmentation.
- J) What is B2B marketing ?
- K) Write the meaning of buying centre.
- L) What is close-ended questions ?

SECTION – B
(Eight marks each)

(8×5=40)

Answer **any five** questions :

- 2. Differentiate between marketing information system and marketing research.
- 3. What are the essentials of a Good Questionnaire ?
- 4. Explain the nature and scope of marketing research.
- 5. Explain the features of organizational markets.

P.T.O.



6. Explain the psychoanalytic model of consumer behaviour.
7. Explain the importance of consumer behaviour.
8. What are the objectives of marketing research ?

SECTION – C
(Twenty marks each)

Answer the following questions.

(20×3=60)

9. What are the advantages of marketing research ? What are the components of marketing information system ?

OR

Distinguish between primary data and secondary data. Explain the sources of secondary data for conducting marketing research.

10. Explain the various factors influencing consumer behaviour.

OR

Explain the benefits and limitations of market segmentation.

11. A) Explain the various methods of gathering primary data.

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B) Case Study :

'Kapali Mouth Freshners Ltd.', (KMFL) has been a major player in the national as well as international market. The company is known for its quality mouth freshners. Their tobacco-based product by the brand-name, 'Khushboo' is very popular and enjoyed 60% share of the market for the last 5 years. Recently they have introduced a non-tobacco mouth freshner by the name 'Sugandha'. This is being received well, especially by the youth population segment.

Mr. Sharma who has been recently appointed as C.E.O. of the company has identified the following :

- 1) There is a possibility of drop in sales of tobacco-based product 'Khushboo'.
- 2) People believe that even 'Sugandha' contains tobacco.
- 3) The company at present does not have any specific product for kids.

Questions :

- 1) What marketing strategy do you recommend to the company in this situation ?
- 2) Should the company give up its 'Khushboo' product which gives more than 60% of the market for it ? Why ?

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