

Date
13/03/2025

Marks:- 100

Time: - 3.00 Hours

Note: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 (A) Select the most appropriate answer from the option given below. (Any ten)

10

1. Marketing research helps businesses in:
a) Identifying customer needs
b) Increasing market uncertainty
c) Reducing profits
d) Avoiding data-driven decisions
2. Ethics in marketing research includes:
a) Manipulating results for better outcomes
b) Ensuring privacy and confidentiality
c) Forcing participants to answer surveys
d) Ignoring the impact on society
3. A Marketing Information System (MIS) does NOT include:
a) Market intelligence system
b) Sales forecasting system
c) Transportation management system
d) Decision support system
4. Which of the following is NOT a type of research design?
a) Exploratory research
b) Descriptive research
c) Causal research
d) Personal research
5. A good questionnaire should:
a) Be lengthy and complicated
b) Have leading questions
c) Be clear and precise
d) Ignore respondent privacy
6. In sampling, a population refers to:
a) A selected group of researchers
b) The entire group relevant to the research study
c) Only the respondents chosen randomly
d) A specific marketing team
7. Which of the following is a primary data collection method?
a) Case studies
b) Industry reports
c) Government databases
d) Business magazines
8. The main drawback of secondary data is:
a) It is cost-effective
b) It is readily available
c) It may be outdated or irrelevant
d) It is always more accurate than primary data
9. Integrating technology in data collection includes:
a) Online surveys
b) Newspaper advertisements
c) In-person interviews only
d) Avoiding social media
10. Data coding is used for:
a) Interpreting results
b) Organizing raw data into categories
c) Conducting interviews
d) Writing reports
11. Data interpretation is important because:
a) It gives meaning to data
b) It is only needed for primary research
c) It replaces statistical analysis
d) It is optional in marketing research

12. Research reports should:

- a) Be clear and concise
- b) Contain unnecessary details
- c) Ignore graphical representation
- d) Be difficult to understand

(B) State whether the following statements are TRUE or FALSE (Any ten)

10

1. Marketing research has no role in decision-making
2. Ethics in research includes protecting participant confidentiality.
3. Data mining helps in identifying patterns and trends.
4. A hypothesis is a statement that can be tested.
5. The sampling process includes defining the target population.
6. Poorly designed questionnaires affect data reliability.
7. Secondary data is always more reliable than primary data.
8. Quantitative research focuses on numerical data.
9. Online data collection is less effective than traditional methods.
10. Tabulation helps in organizing data systematically.
11. Report writing does not require any structure.
12. Statistical tools help in analysing large datasets.

Q.2 Answer the following questions. (Any two)

15

- a) What are the limitations of marketing research? How do businesses overcome these limitations?
- b) Discuss the importance of ethics in marketing research. What qualities should a good marketing research professional possess?
- c) Explain the concept of Data Mining, its importance, and its role in decision-making.

Q.3 Answer the following questions. (Any two)

15

- a) Define Hypothesis and discuss its types and importance in research.
- b) Explain the different types of questions used in a questionnaire and their significance.
- c) Discuss the essential terms in sampling and explain the criteria for good sampling.

Q.4 Answer the following questions. (Any two)

15

- a) Compare Primary and Secondary Data in terms of reliability, cost, and time consumption.
- b) Explain the features of qualitative research and its application in marketing research.
- c) Discuss the role of online surveys, handheld devices, text messages, and social networking in modern data collection.

Q.5 Answer the following questions. (Any two)

15

- a) Explain data editing and discuss its objectives and types.
- b) What are the different methods of data tabulation? Explain their significance in research.
- c) Discuss the different types of research reports and their key contents.

20

Q.6 Write Short Notes (Any Four)

- a) Advantages of Marketing
- b) Components of MIS
- c) Research Designs
- d) Merits of Primary Data
- e) Data Editing
- f) Types of Reports