

G 6512

(Pages : 2)

Reg. No.....

Name.....

B.Com. (VOCATIONAL—MODEL II) DEGREE EXAMINATION, MARCH 2011

Sixth Semester

Vocational Subject : Marketing

Paper XII—MARKETING RESEARCH—Unit II

(Regular/Supplementary)

Time : Three Hours

Maximum : 40 Marks

*Answers may be written either in English or in Malayalam.*

I. Answer any *eight* of the following questions :—

- 1 Define Marketing Research.
- 2 What is Marketing Intelligence ?
- 3 What is Exploratory Research ?
- 4 What is Sales Quota ?
- 5 Name the users of Marketing Research.
- 6 What is meant by Marketing Audit ?
- 7 What is meant by Marketing Information System ?
- 8 Define Financial Services.
- 9 What are the sources of secondary data ?
- 10 What do you mean by Tourism Research ?

(8 × 1 = 8 marks)

II. Answer any *six* questions from the following :

- 11 Explain the steps in sales forecasting.
- 12 Why do we need research in Marketing ? Comment.
- 13 Distinguish between Market Research and Marketing Research.
- 14 What are the uses of Marketing Research ?
- 15 What are the components of Marketing Informative System ?
- 16 Explain the details contained in a Report.
- 17 Explain the concept of MIS.
- 18 What are the different methods of sampling ?

(6 × 2 = 12 marks)

III. Answer any *two* of the following :

- 19 What are the factors influencing sales forecasting ?
- 20 Explain the advantages of Report.

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- 21 Examine the interdependence between Marketing Research and Sales forecasting.
- 22 Explain the importance of Marketing Information System.

(2 × 5 = 10 marks)

IV. Answer any one of the following questions. Answer shall not exceed *three pages* :

- 23 Describe the importance, elements and advantages of Marketing research.
- 24 Define sales forecasting. What are its advantages and disadvantages ?

(1 × 10 = 10 marks)