MAY 2022 **P/ID 77942/RMBM3**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is systematic process in Marketing Research?
2. What do you mean by sample?
3. Bring out the various Ethical issues in marketing research.
4. What are the functions of a marketing research agency?
5. Briefly explain Perception.
6. What is market segmentation?
7. List out the characteristics of domestic consumer.
8. Write a note on consumer conflicts.
9. What do you mean by Work Sampling Technique?
10. What is attitude?
11. Define Recognition need.
12. What is Information Search?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Discuss the scope of marketing research.

14. What is Consumer Reality? State its significance.

15. Distinguish between editing of data and coding of data.

16. Explain the models of consumer behaviour.

17. What are requisites for constructing questionnaire?

18. Discuss about motivation research.

19. What are social groups?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Elaborate consumer problem recognition process in detail.

21. Discuss the different types of sampling methods with example.

22. Examine the sociological determinants in consumer behaviour.

23. Enumerate the post purchase behaviour of a consumer.

24. "The field of marketing research is very large as it covers a wide variety of problems" – Substantiate your views.

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