

Roll No.

Total No. of Questions : 13]

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J-3310[S-1166]

[2037]

PGDATHM (Semester - 2nd)

MARKET RESEARCH (PGDATHM-205)

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) Enlist the components of the modern marketing system.
- b) Mention any four ways in which primary data can be collected.
- c) What is an internal records system? Give its use.
- d) Give two examples of decision models that marketing manager's use.
- e) Enlist the various types of probability and non-probability samples.
- f) Define market.
- g) Write a short note on which market to measure.
- h) Distinguish between market demand and company demand.
- i) What is a market penetration index?
- j) Define sales budget.
- k) What do you understand by market potential?
- l) Explain the Market-Buildup Method of assessing area market potential.
- m) Write a brief note on composite of sales force opinion.
- n) Define market test method.
- o) Write a short note on total market potential.

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Elaborate the marketing research process.
- Q3)** Explain the importance of marketing information systems.
- Q4)** How can marketing decision support systems help marketing managers make better decisions?
- Q5)** Discuss in detail the components of a modern marketing information system.
- Q6)** What constitutes good marketing research?
- Q7)** Write a detailed note on estimating current demand.
- Q8)** How can demand be more accurately forecasted?
- Q9)** Write a detailed note on primary and secondary data sources.
- Q10)** Give an explanatory note on internal records system.
- Q11)** Elaborate the observational research explaining its advantages.
- Q12)** Elaborate the three main research instruments in collecting primary data.
- Q13)** Marketing is becoming a battle based more on information than on sales power. Comment.

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