

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -S.Y.B.Com (MS)	Subject: Marketing Research
Semester:- III	Course code: -
Exam Event:- Winter 2025 (WH)	Marks: -60
Date: - 13/10/2025	Duration: - 02:00 Hours

- N.B. – 1 – Attempt ANY FOUR questions from the given below.**
2 – All questions have internal choice.
3 – Figures to the right indicate full marks.



Q1. Answer the following questions

- A. Define marketing research and explain features of Marketing. **08**
B. Discuss the essential qualities needed for marketing research professionals. **07**

Q2. Answer the following questions

- A. Enumerate the functions of Media Research? **07**
B. Describe the scope of product research? **08**

Q3. Answer the following questions

- A. Distinguish between sampling error and non-sampling error? **08**
B. Explain the Variation in Measurement. Discuss Sources of Variation in Measurement in Marketing Research? **07**

Q4. Answer the following questions

- A. Discuss the methods of Online Data Collection in Marketing Research? **08**
B. Explain the Different types of Marketing Research Reports? **07**

Q5. Answer the following questions

- A. State And Explain the Importance of Conducting International Marketing Research **07**
B. Discuss The Criteria Required for A Good Research Design? **08**

Q6. Answer the following questions

- A. Explain the Advantages of probability sampling? **(07)**
B. How is technology integrated into the data collection process **(08)**