

Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -S.Y.B.Com (M.S)	Subject: Marketing Research
Semester:- III Additional Exam	Course code: -
Exam Event:- FH Summer 2026	Marks: -60
Date: - 21/02/2026	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. Enumerate the various career option in marketing research. **08**
B. Discuss the different types of marketing research? **07**

Q2. Answer the following questions

- A. Define consumer research and explain its Scopes? **07**
B. What is Research Design? discuss the criteria required for a good Research Design? **08**

Q3. Answer the following questions

- A. Discuss the importance of attitude measurement & best practices for attitude measurement? **08**
B. Explain the Merits and Demerits of Probability Sampling? **07**

Q4. Answer the following questions

- A. Enumerate the common errors and difficulties faced by researcher in data processing? **08**
B. Discuss the concept of a marketing research report. Explain its importance? **07**

Q5. Answer the following questions

- A. What do you mean by international marketing Research? state and explain the importance of conducting international marketing Research. **08**
B. Identify and explain the key factors that influence the implementation of marketing research proposals? **07**

Q6. Answer the following questions

- A. What are the steps to develop a research hypothesis? **07**
B. What should be included in a marketing research report? **08**