

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
IV-SEMESTER INTERNAL ASSESSMENT - I EXAMINATIONS (FEB – 2025)

Sub: - Marketing Research

Time: 30 mts

Max. Marks: 20

Name of the Candidate _____ H.T.No. _____

Date: _____ Marks secured _____ Examiner signature _____

I. Answer the following questions

10 x ½ = 5 marks

- 1) _____ is a systematic approach of collecting and analyzing information for obtaining solutions to marketing problems. ()
a) Marketing research b) Managerial research c) Scientific research d) Technological research
- 2) Marketing research aids marketing manager in effective ()
a) Planning b) Organizing c) Managing d) Decision-making
- 3) _____ does not exist between management and the marketing research ()
a) Time b) Budget c) Meaningful communication d) Resources
- 4) The role of marketing research is to facilitate _____ regarding the problems and the opportunities ()
a) Money b) Production c) Supply d) Data
- 5) Marketing research is used in determining the needs and _____ of customers ()
a) Expectations b) Purchase history c) Location d) Qualification
- 6) Collection of information in a face-to-face interview with the respondent is called ()
a) Personal Interviews b) Computer Interviews c) Telephone Interviews d) Mail Interviews
- 7) The questions which includes only two options Yes/No, True/False, etc., are, ()
a) Dichotomous questions b) Open-ended questions
c) Multiple choice questions d) Opinion oriented questions
- 8) Personal survey can be done through _____ ()
a) In home interviews b) Mail intercept c) Computer terminals d) All the above
- 9) The objectives of measurement includes _____ ()
a) Reliability b) Validity c) Versatility d) All the above
- 10) Survey method is a structured method of collecting _____ data. ()
a) Primary b) Secondary c) Both a & b d) None of the above
- 11) Marketing research is _____ . ()
a) Empirical b) Theoretical c) Non - ethical d) All of the above

- 12) Which of the following is not the significance of research. ()
- a) Precision
 - b) Provide Guidelines
 - c) Helpful in developing theories
 - d) None of the above
- 13) _____ is a decision theories. ()
- a) Management
 - b) Authority
 - c) Both
 - d) None of the above
- 14) Research is _____. ()
- a) Intellectual and innovative activity
 - b) Creation of original ideas
 - c) Both of above
 - d) None of the above
- 15) Marketing research is _____. ()
- a) Systematic study
 - b) Scientific study
 - c) Managerial tool
 - d) All of the above
- 16) Scope of the Marketing research does not include. ()
- a) Financial and accounting research
 - b) Market research
 - c) Product research
 - d) Consumer research
- 17) What roles are played by marketing research in decision making ? ()
- a) Knowledge of market and consumers
 - b) Helpful in coping with change
 - c) Management of risk and uncertainty
 - d) Above all
- 18) From objective point of view research is ()
- a) Descriptive
 - b) Exploratory
 - c) Both
 - d) None
- 19) The research process has the following steps. ()
- a) Formulating the research problem
 - b) Preparing the research design
 - c) Testing the hypothesis
 - d) Above all
- 20) Research process encompasses. ()
- a) Collection of data
 - b) Analysis of data
 - c) Interpretation of data
 - d) Above all

II. Fill in the Blanks

10 x ½ = 5 marks

- 1) _____ is a practical approach of solving marketing problems.
- 2) Marketing research helps in identifying marketing opportunities by conducting _____
- 3) Customer base is created based upon _____ conducted by the marketers.
- 4) Defining research problems includes _____ and _____ the required information in decision making.
- 5) Data preparation also involves _____ and _____ of data.
- 6) _____ refers to the information which is collected with the help of research for the purpose of making appropriate decisions.
- 7) _____ interview consists of a questionnaire with open ended responses.
- 8) A formalized set of questions for collecting information is known as _____
- 9) Sources of information can be classified into two major categories namely _____ and _____
- 10) Collection of information from respondents via mail or similar utilities is known as _____
- 11) Research design is _____
- 12) Nature of research design reflects _____
- 13) The characteristics of good research design are _____
- 14) The exploratory research design does not include _____
- 15) The descriptive research design focus on the following aspect _____
- 16) _____ is the process of designing, gathering analyzing and reporting information that may be used to solve a specific problem.
- 17) _____ design in the specification of method and procedures for acquiring the information needed.
- 18) Descriptive studies can be categorized into two. They are, cross – sectional studies and _____ studies.
- 19) An _____ may be defined as ‘manipulating an independent variable to see how it affects a dependent variable, while also controlling the effects of extraneous variables.
- 20) _____ is the doubt and anxiety suffered by a customer at the point of purchase.

III. Answer the following questions in not more than two lines

5 x 1 = 5 marks

- 1) Marketing Research?
- 2) Market Surveys?
- 3) Research Surveys?
- 4) Data?
- 5) Structured?
- 6) Define decision making
- 7) Define marketing Research
- 8) Explain the importance of marketing Research
- 9) What are the limitations of marketing research
- 10) What is Research process

IV. Assignment

(1 x 5 = 5 marks)