**INSTRUCTIONS TO THE CANDIDATES**

- ALL the questions are compulsory and MUST be answered
- Use only PEN for writing answers. Writing with pencil is not allowed except for diagrams.
- Observe correct spelling.

**Question Type** | Allotted Marks | Marks Secured
---|---|---
I. True or False | (6 x 1 mark) = 6 |
II. Identification | (4 x 1 mark) = 4 |
III. Multiple Choice Questions | (6 x 1 mark) = 6 |
IV. Match the following | (4 x 1 mark) = 4 |
V. Short answer Questions | (6 x 3 marks) = 18 |
VI. Analytical Questions | (2 x 6 marks) = 12 |
TOTAL | |

**TOTAL MARKS SECURED IN WORDS**

Marked by: Renjith Kumar.R

Verified by:

Signature:

Date:
I. TRUE OR FALSE (Suggested time: 10 minutes) (6 x 1 mark = 6 marks)

Tick [✓] the word TRUE if the statement is correct and FALSE if the statement is wrong.

1. Exploratory research seeks insight into a general nature of a problem and relevant variables.  
   [TRUE] [FALSE]

2. Pupilometer is a mechanical device that records the eye movements of the person.  
   [TRUE] [FALSE]

3. In Price Sensitivity monitor method a buyer response curve of different prices and their purchase intentions are identified.  
   [TRUE] [FALSE]

4. Selective distribution is adopted by new businesses with limited resources.  
   [TRUE] [FALSE]

5. Precoding is done when the questionnaire contains unstructured questions.  
   [TRUE] [FALSE]

6. Coefficient of variance is used to identify whether the variable is reliable or consistent.  
   [TRUE] [FALSE]

II. IDENTIFICATION (Suggested time: 5 minutes) (4 x 1 mark = 4 marks)

Write the appropriate word for the following.

1. The system in which producer, wholesaler and retailer act as a unified system.  
   Answer: ____________________________________

2. In which stage of product life cycle, an organization should recognize new competitors, expand production and market and position the image.  
   Answer: ____________________________________

3. The process of identifying and classifying each response in a questionnaire with letters or numbers.  
   Answer: ____________________________________

4. The type of segmentation which is based on attitude, beliefs and emotions of the target market.  
   Answer: ____________________________________
III. MULTIPLE CHOICE QUESTIONS.
Write the letter of your choice in the respective box  (6 x 1 mark = 6 marks)

1. The middlemen who do not take the title of the goods are _______________________.
   A. Wholesalers
   B. Distributors
   C. Sales Agents
   D. Retailers

2. Which one of the following pricing techniques is used for price positioning among consumers in the target market?
   A. Gaber and Grainger method
   B. Price Sensitivity Monitor
   C. Conjoint analysis
   D. Brand Price Trade-off

3. Which statistical technique is used to identify the unknown value of the variable from the known value of another variable?
   A. Correlation
   B. Regression
   C. Standard Deviation
   D. Likert’s ranking scale

4. The arrangement of data in numerical sequence in ascending or descending order for analysis purpose is called _______________________.
   A. Editing
   B. Coding
   C. Tabulation
   D. Presentation
5. In which of the following stage, evaluation of past performance, marketing strengths and weakness and mission are addressed?
   A. Situational analysis
   B. Strategy development
   C. Market program development
   D. Segmentation

6. The mechanical device used to indicate the consumer’s emotional arousal or tension level changes towards the stimulus is
   A. Voice pitch analyser
   B. Pupilometer
   C. Eye tracking monitor
   D. Psychogalvanometer

IV. MATCH THE FOLLOWING. (Suggested time: 5 minutes)

Post your answers in the box below (4 x 1 mark = 4 marks)

<table>
<thead>
<tr>
<th>Terms</th>
<th>Description</th>
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<tbody>
<tr>
<td>1 Trade promotion</td>
<td>A Media research</td>
</tr>
<tr>
<td>2 Extensive distribution</td>
<td>B Analyzing databases to discover hidden patterns in data</td>
</tr>
<tr>
<td>3 Data mining</td>
<td>C Manufacturers offering promotion to retailers</td>
</tr>
<tr>
<td>4 Exclusive distribution</td>
<td>D Ideal when the product is well structured</td>
</tr>
<tr>
<td></td>
<td>E Retailers provide promotion to consumers</td>
</tr>
<tr>
<td></td>
<td>F Producer grants right to wholesaler/retailer to sell</td>
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<tr>
<td></td>
<td>G Internal record of product returns and service records</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>No</th>
<th>Letter</th>
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</thead>
<tbody>
<tr>
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<td>2</td>
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<td>3</td>
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<td>4</td>
<td></td>
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</tbody>
</table>
V. SHORT ANSWER QUESTIONS (Suggested time: 45 minutes) (6 x 3 marks = 18 marks)
Limit your answers within the space provided

1. Explain **any three** need and importance of conducting marketing research. (3 marks)

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2. Explain **any three** sources of non-governmental or business data. (1 x 3 = 3 marks)

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3. Explain the main types of product development.  
(1 x 3 = 3 marks)

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4. Explain any three marketing environment factors that affect marketing research.  
(3 marks)

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5. Briefly explain editing, coding and tabulation in analyzing data.  
(1 x 3 = 3 marks)

6. Explain **three** methods for deciding sales representatives in a given territory.  
(1 x 3 = 3 marks)
VI. ANALYTICAL QUESTIONS  (Suggested time: 30 minutes)  (2 x 6 marks = 12 marks)

1. Explain briefly any six methods for conducting surveys in marketing research (6 marks)

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2. A. Explain any four key decisions in channel management. (4 marks)
B. From your recent study with a customer of a service oriented company, state the reasons why the customer is delighted, satisfied or dissatisfied. (2 marks)

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