

ASSESSMENT

Total Marks: 30

- 1.** Give short answers for the following questions: (18)
 - i. What does market research mean?
 - ii. How would you differentiate between the terms 'market research' and 'marketing research'?
 - iii. List various types of market research methods used by the marketers.
 - iv. What does marketing environment research mean? How it is carried out?
 - v. What is the difference between qualitative and quantitative research?
 - vi. Outline some sampling methods used for marketing research.

- 2.** Discuss, in detail, the steps involved in analysing the results of market research. (6)

- 3.** Discuss the market research process in detail. (6)