

ASSESSMENT # 5

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)