



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

CMC 3633/CIT 3507

Marketing research

Marks 75

Time: 3 Hrs

Answer any five from the following

5 X 15 = 75

1. What are the importance of marketing research?
2. Write about the marketing research process.
3. Describe the methods of marketing research.
4. What are the methods of Data collection in marketing research?
5. Elucidates the sampling techniques in marketing research.
6. Explain the suitable Statistical analysis for market research survey.
7. How to write the better marketing research reports.