



**THE AMERICAN COLLEGE, MADURAI**  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
Re-accredited (2<sup>nd</sup> Cycle) by NAAC with Grade “A”, CGPA – 3.46 on a 4-point scale

**Backlog Arrear Examination, March 2021**

**MBA 5531**

**MARKETING RESEARCH**

**Time: 3 hrs**

**Marks: 75**

**PART – A**

**Answer any five of the following questions**

**(5 x 15 = 75)**

- 1) Elaborately explain the key steps in the marketing research process
- 2) Detail out the characteristics of descriptive research and causal research
- 3) Explain the different methods of gathering marketing data
- 4) Elucidate the various types of non comparative scaling techniques
- 5) Explain the key steps in the sampling design process
- 6) Detail out the different types of regression and the assumptions to meet out while carrying out regression analysis
- 7) Detail out the report format of a marketing research report

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