

**(2½ / 3 Hours)****[ Total Marks : 80 / 100 ]**

**N.B. :** (1) All questions are compulsory.  
 (2) Regular students prior to academic year 2011-12 should answer only section I of 80 marks in 2½ hours.  
 (3) IDOL and other students should answer both the sections within 3 hours for 100 marks.

1. Explain briefly the following terms (any eight) 16

(a) Classification	(f) Product development
(b) Trade Mark	(g) Tabulation
(c) Oral report	(h) Bibliography
(d) Group interview	(i) Observation method
(e) Telephone survey	(j) Sales forecasting
	(k) Branding Research

2. Answer any two of the following : 16

(a) Define Marketing Research. Explain its Advantages  
 (b) Explain the importance of marketing information system.  
 (c) Explain the scope of Marketing Research.

3. Answer any two of the following : 16

(a) Write a note on "Marketing Audit."  
 (b) Explain the merits and demerits of mail survey method.  
 (c) Distinguish between Pretesting and Post testing methods evaluating advertising effectiveness.

4. Answer any two of the following : 16

(a) What are the steps in designing a Questionnaire?  
 (b) What are the contents in a research report?  
 (c) Explain briefly the merits and demerits of sampling.

5. Answer any two of the following : 16

(a) Explain the methods of tabulation of data and its merits.  
 (b) What are the merits of professional marketing research agencies?  
 (c) Explain the problems of rural market in India.

**Section - II**

**(For IDOL student only)**

6. Write notes on any four of the following : 20

(a) Professional ethics	(d) Sales analysis
(b) Consumer research	(e) ORG
(c) Test marketing	(f) Secondary data

**TURN OVER**

# Tybcom Question Papers March 2014

**Thomas Griffiths**

**Tybcom Question Papers March 2014:**

## Unveiling the Magic of Words: A Review of "**Tybcom Question Papers March 2014**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Tybcom Question Papers March 2014**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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