

(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

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Thomas Griffiths

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Table of Contents Tybcom Question Papers March 2014

1. Understanding the eBook Tybcom Question Papers March 2014
 - The Rise of Digital Reading Tybcom Question Papers March 2014
 - Advantages of eBooks Over Traditional Books
2. Identifying Tybcom Question Papers March 2014
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Tybcom Question Papers March 2014
 - User-Friendly Interface
4. Exploring eBook Recommendations from Tybcom Question Papers March 2014
 - Personalized Recommendations
 - Tybcom Question Papers March 2014 User Reviews and Ratings
 - Tybcom Question Papers March 2014 and Bestseller Lists

5. Accessing Tybcom Question Papers March 2014 Free and Paid eBooks
 - Tybcom Question Papers March 2014 Public Domain eBooks
 - Tybcom Question Papers March 2014 eBook Subscription Services
 - Tybcom Question Papers March 2014 Budget-Friendly Options
6. Navigating Tybcom Question Papers March 2014 eBook Formats
 - ePUB, PDF, MOBI, and More
 - Tybcom Question Papers March 2014 Compatibility with Devices
 - Tybcom Question Papers March 2014 Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Tybcom Question Papers March 2014
 - Highlighting and Note-Taking Tybcom Question Papers March 2014
 - Interactive Elements Tybcom Question Papers March 2014
8. Staying Engaged with Tybcom Question Papers March 2014
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Tybcom Question Papers March 2014
9. Balancing eBooks and Physical Books Tybcom Question Papers March 2014
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Tybcom Question Papers March 2014
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Tybcom Question Papers March 2014
 - Setting Reading Goals Tybcom Question Papers March 2014
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Tybcom Question Papers March 2014
 - Fact-Checking eBook Content of Tybcom Question Papers March 2014
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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