

UNIT-III

5. State the characteristics of measures of central tendency. Mention the merits and demerits of arithmetic mean. 6+8=14
6. Write a detailed note on sampling and non-sampling errors. 14

UNIT-IV

7. Discuss in detail various aspects of product research in modern business. 14
8. What is advertising research? Discuss its objectives and importance. 4+4+6=14

UNIT-V

9. What is marketing research report? Discuss the various steps of drafting marketing research report. 4+10=14
10. What is business research report? Prepare a specimen of a good business research report. 4+10=14

**Post Graduate Diploma in Marketing
Management Odd Semester Exam, 2025**

COMMERCE

(1st Semester)

Course No.: PGDMM-104
(Marketing Research)

*Full Marks: 70**Pass Marks: 28**Time: 3 hours*

*The figures in the right margin indicate full marks for the question.
Answer any five questions selecting one from each unit.*

UNIT-I

1. Discuss the importance and scope of marketing research. 14
2. Write short notes on : 7+7=14
- (i) Exploratory research
- (ii) Descriptive research

UNIT-II

3. Define primary and secondary data. Discuss various methods of collection of primary and secondary data. 4+10=14
4. Explain the meaning of 'universe' and 'sample'. Discuss various sampling techniques. 4+10=14

Turn Over