

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com A&F - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - II

24PAFET2A02 - Marketing Research

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. Define market research. What is its primary purpose in today's business environment?
2. List two common tools used in market research and briefly describe their functions.
3. What are the key motivations behind conducting market research inquiries?
4. Identify two roles of a market researcher and explain why these roles are important in the research process.
5. Explain any two difference between qualitative and quantitative research in the context of market research.
6. List two common methods used in qualitative market research.
7. What is the primary goal of synthesizing research findings in market research?
8. Explain the importance of understanding your audience when deriving insights from research data.
9. What are the key components to consider when developing insights from qualitative and quantitative data?
10. How can storytelling enhance the presentation of research findings?
11. Describe one method used to analyze consumer perceptions in market research.
12. What is a focus group, and how is it used in market research?

Section C

Answer any **FOUR** questions (4 × 5 = 20 Marks)

13. Discuss the process of synthesizing research findings. What steps should be taken to ensure that insights are actionable and relevant to stakeholders?
14. Explain the significance of market segmentation in deriving insights. How does it help in understanding consumer behavior and preferences?

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15. Describe the role of data visualization in presenting synthesized findings. What are some best practices to follow when creating visual representations of data?
16. How can qualitative and quantitative research methods be integrated to provide a comprehensive understanding of market dynamics? Provide examples to support your answer.
17. Discuss the challenges faced when synthesizing findings from diverse data sources. How can researchers overcome these challenges to ensure clarity and coherence in their insights?
18. Discuss the steps involved in analyzing survey data and the importance of each step.
