



MBA(IB).III/11.12.1061

**M.B.A. (INTERNATIONAL BUSINESS) DEGREE III SEMESTER EXAMINATION  
NOVEMBER 2012**

**SMI 2305 INTERNATIONAL MARKETING RESEARCH**

Time : 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. "Marketing research is vital for building brand equity". Do you agree? How?

**OR**

- B. How is international marketing research different from domestic marketing research?

- II. A. Describe how marketing research plan is developed and what purpose is served by it?

**OR**

- B. Compare and contrast descriptive and analytical research designs.

- III. A. "Questionnaire design is a technical job and it needs lot of careful attention to details". Describe the process of questionnaire development.

**OR**

- B. Describe how you can capture qualitative aspects for a market study.

- IV. A. What is sampling frame? How do you determine sample size for a market survey for a firm selling its products all over the state of Kerala?

**OR**

- B. Explain the various sampling and non-sampling errors and also how they can be controlled.

- V. A. Describe how you carry out data analysis for a market study?

**OR**

- B. What are the ethical issues in marketing research?

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