

MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2010

SMI 2305 INTERNATIONAL MARKETING RESEARCH

Time: 3 Hours

Maximum Marks : 50

(Each question carries TEN marks)

- I. A. Explain the importance of marketing research in international context.
OR
B. Write a note on international marketing information system
- II. A. How will you develop a research proposal?
OR
B. What are exploratory and descriptive research?
- III. A. Explain the primary data collection methods.
OR
B. Discuss the attitude measurement and scaling techniques.
- IV. A. Write short notes on sampling unit and sampling frame.
OR
B. How will you plan and organize field work for international surveys?
- V. A. Discuss the issues in multi country data analysis.
OR
B. How will you conduct overseas market opportunity analysis?

