



# J.K.K.MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY

Ethirmedu, B.Komarapalayam – 638 183, Namakkal Dist. Tamilnadu. India  
Approved by : Pharmacy Council of India, New Delhi & The Tamilnadu Dr.M.G.R Medical University, Chennai.  
Website : [www.jkkmmrfpharmacy.edu.in](http://www.jkkmmrfpharmacy.edu.in) |E-Mail : [principal@jkkmmrfpharmacy.edu.in](mailto:principal@jkkmmrfpharmacy.edu.in)  
Contact No. : +919789456750, +919943069944, +919943066944

ADD ON COURSE	MARKETING RESEARCH
DEPARTMENT	PHARMACY PRACTICE
ACEDAMIC YEAR	2017-2018
DATE	15.02.2018 TO 27.02.2018
VENUE	SEMINAR HALL

## REPORT

**1. Dr.D.Krishnarajan, M.Pharm.,Ph.D.,**

ASSISTANT PROFESSOR, JKKMMRF'S ANNAI JKK SAMPOORANIAMMAL  
COLLEGE OF PHARMACY, KOMARAPALAYAM.

**2. Mr.A. Srinivasan, M.Pharm.,**

ASSISTANT PROFESSOR, JKKMMRF'S ANNAI JKK SAMPOORANIAMMAL  
COLLEGE OF PHARMACY, KOMARAPALAYAM.

**No. of students enrolled: 69**

**No. of students certified: 66**

### Objective

Marketing research is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal is to identify and assess how changing elements of the marketing mix impacts customer behavior.

### Learning outcomes:

- Brand Management
- Internet Marketing
- Planning and forecasting

Programme Co-ordinator

HOD

**Dr. N.SENTHILKUMAR,  
PRINCIPAL**

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
ETHIRMEDU, KOMARAPALAYAM - 638 183  
NAMAKKAL DISTRICT, TAMILNADU, INDIA

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REF.NO: JKKM/PP/VAC?REQ/2017/001

Date:12/02/2018

From

Department of Pharmacy Practice  
JKKMMRF'S Annai JKK SampooraniAmmal College of Pharmacy.  
Komarapalayam, Namakkal [Dist]  
Tamil Nadu, PIN:638183.

To

The Principal,  
JKKMMRF'S Annai JKK SampooraniAmmal College of Pharmacy.  
Komarapalayam, Namakkal [Dist]  
Tamil Nadu, PIN:638183.

Subject: Letter for requesting Permission to Conduct add on course regarding:-

Respected Sir,

We are writing this letter to request permission to conduct a value added course in the Seminar Hall on **15.02.2018 to 27.02.2018** in the topic **Marketing Research** .We believe this will be a very informative session that many students will wish to attend.

We request you to kindly permit to conduct training program as this would be a great opportunity for Students to learn all about **Marketing Research** that would help a great deal to shape the students.

Looking forward to hearing from you.

Thank you

Yours sincerely,

Dr. N. SENTHILKUMAR,  
PRINCIPAL,

Dr. N.SENTHILKUMAR,  
PRINCIPAL

Signature of HOD.

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## CIRCULAR

This is inform to the I B Pharm and I ,IIIPharm D and I Sem B Pharmstudents that the following value added course is conducted by the Department of Pharmacy Practice, JKKMMRF'S ANNAL JKK SAMPOORANIAMMAL COLLEGE OF PHARMACY , KOMARAPALAYAM and it will be commenced as per the schedule:

Course Name	Schedule	Duration	Venue	Resource Person
Marketing Research	15.02.2018 to 27.02.2018	30 HRS	SEMINAR HALL	Dr. D. KRISHNARAJAN Mr. A. SRINIVASAN

All the above mentioned students must enrol and actively participate in the course without fail.

**NOTE: Certificates should be issued to all the students after completion of the course and examination.**



*A. Senthil Kumar*  
Programme  
co-ordinator

*D. K.*  
HOD

Dr. N. SENTHILKUMAR,  
PRINCIPAL,

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NAMAKKAL DISTRICT, TAMILNADU.

*N. Senthil Kumar*  
Principal

Dr. N.SENTHILKUMAR,  
PRINCIPAL

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<b>ADD ON COURSE</b>	<b>MARKETING RESEARCH</b>
<b>DEPARTMENT</b>	<b>PHARMACY PRACTICE</b>
<b>ACEDAMIC YEAR</b>	<b>2017-2018</b>
<b>DATE</b>	<b>15.02.2018 TO 27.02.2018</b>
<b>VENUE</b>	<b>SEMINAR HALL</b>

## SYLLABUS

DATE	HOURS	TOPIC	SUB TOPICS	RESOURCE PERSON
15.02.2018	5 hrs	Marketing Research	Introduction to Marketing Research	Dr. D. KRISHNARAJAN
17.02.2018	5 hrs		Distribution	Mr .A. SRINIVASAN
19.02.2018	5 hrs		Brand Management	Dr. D. KRISHNARAJAN
20.02.2018	5 hrs		Internet Marketing	Mr. A SRINIVSAN
23.02.2018	5 hrs		Planning and Forecasting	Mr. A. SRINIVASAN
				Dr. D. KRISHNARAJAN
27.02.2018	5 hrs		Consumer Behaviour	Mr. A. SRINIVASAN



  
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## BROUCHER



JKKMMRF'S ANNAI JKK  
SAMPOORANIAMMAL  
COLLEGE OF PHARMACY,  
KOMARAPALAYAM.

DEPARTMENT OF PHARMACY  
PRACTICE

TOPIC: Marketing Research

VENUE: SEMINAR HALL

DATE: 15.02.2018 to 27.02.2018



### COURSE SCHEDULE:

- ✓ INTRODUCTION
- ✓ THERMAL METHOD OF ANALYSS
- ✓ CONDUCTING POLYMERS
- ✓ LASER IMAGING SYSTEM
- ✓ MICRO-INSTRUMENTAION
- ✓ MEDICAL DEVICE, APPLICATION

### Resource person:

**Dr.D.Krishnarajan, M.Pharm.,Ph.D.,**  
Associate Professor,  
JKKMMRF'S Annai JKK Sampoarani Ammal  
College of Pharmacy,  
Komarapalayam.

**Mr.A. Srinivasan, M.Pharm.,**  
Associate Professor,  
JKKMMRF'S Annai JKK Sampoarani Ammal  
College of Pharmacy,  
Komarapalayam.

**Dr. N. SENTHILKUMAR,**  
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## LIST OF STUDENTS ENROLLED FOR THE COURSE

SI No	Reg No	NAME OF THE STUDENT	COURSE
1	561758005	AMARNATH A	SEM-I B.PHARM
2	561758006	ANANTH R	SEM-I B.PHARM
3	561758007	ANBUDURAI S	SEM-I B.PHARM
4	561758008	ARJUNAN K	SEM-I B.PHARM
5	561758009	ARUN KUMAR R	SEM-I B.PHARM
6	561758010	ARUNPRAKASH S	SEM-I B.PHARM
7	561758011	AYYASAMY R	SEM-I B.PHARM
8	561758012	BALA GURU I T	SEM-I B.PHARM
9	561758013	CHANDRU D	SEM-I B.PHARM
10	561758014	DEEPA P	SEM-I B.PHARM
11	561758015	DEEPIKA R	SEM-I B.PHARM
12	561758016	DEVASHRI P B	SEM-I B.PHARM
13	561758017	DHARMASEELAN K	SEM-I B.PHARM
14	561758018	DHILEEP M	SEM-I B.PHARM
15	561758019	DINESHKUMAR B	SEM-I B.PHARM
16	561758020	DIVAKAR A	SEM-I B.PHARM
17	561758063	NAVEENKUMAR P	SEM-I B.PHARM
18	561758064	PARTHEEPAN S	SEM-I B.PHARM
19	561758065	PAVITHRA R	SEM-I B.PHARM
20	561758081	SENTAMIL P	SEM-I B.PHARM
21	561758082	SHANMUGAVEL P	SEM-I B.PHARM
22	561758083	SHASHI KUMAR R	SEM-I B.PHARM
23	561758084	SRINIVAS V	SEM-I B.PHARM
24	561758085	SUBHASHINI D	SEM-I B.PHARM
25	561758086	SUHEAL A	SEM-I B.PHARM
26	561758087	SUPRIYA M	SEM-I B.PHARM
27	561758088	SURESH T	SEM-I B.PHARM
28	561758089	SURESHMANI S	SEM-I B.PHARM
29	561758090	SURYA T	SEM-I B.PHARM
30	561758091	SURYAMATHI P	SEM-I B.PHARM
31	561758092	TAMILVANAN R	SEM-I B.PHARM
32	561758093	UDHAYABALAJI R	SEM-I B.PHARM
33	561758094	UDHYAKUMAR M	SEM-I B.PHARM
34	381794	SHANGEETHA S	SEM-I B.PHARM
35	381795	SUDHARSAN V	SEM-I B.PHARM



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36	381710418	SULIMAN B	I PHARM D
37	381710419	TAMIL SELVAN S	I PHARM D
38	381710420	VEDIYAPPAN V	I PHARM D
39	381710421	YOGAVARSHINI K S	I PHARM D
40	381710422	AHAMMED KABEER	I PHARM D
41	381710423	AMRUTHA M.K	I PHARM D
42	381710424	CHANDNA THERASA MATHEW	I PHARM D
43	381710425	DEBORAH ROSE	I PHARM D
44	381710426	HELANNA M	I PHARM D
45	381710427	MUNEER T	I PHARM D
46	381710428	NISSY ESTHER JOHN	I PHARM D
47	381710429	SAMUEL BABU	I PHARM D
48	381710430	NAIVIN D ALMEDA	I PHARM D
49	381610401	AARTHY P	II PHARM D
50	381610402	AKSHARA RAJU	II PHARM D
51	381610403	ALFIYA S KHAN	II PHARM D
52	381610404	ASHLY STANLEY	II PHARM D
53	381610405	BALAMURUGAN V	II PHARM D
54	381610406	BHARATH K	II PHARM D
55	381610407	BITTY R	II PHARM D
56	561758098	VINOTH P	SEM-I B.PHARM
57	561758099	YUVA PRASANTH P	SEM-I B.PHARM
58	561758100	YUVARAJ S	SEM-I B.PHARM
59	261710803	HEMALATHA K	SEM-I M.PHARM (PHARMACEUTICS)
60	261710804	NANDHINI B	SEM-I M.PHARM(PHARMACEUTICS)
61	261710805	PILLA ANIL KUMAR	SEM-I M.PHARM (PHARMACEUTICS)
62	261710806	SHAIK SUBHANI	SEM-I M.PHARM (PHARMACEUTICS)
63	261710807	ASWATHY RAJ S	SEM-I M.PHARM (PHARMACEUTICS)
64	561758021	DIVYA K	SEM-I B.PHARM
65	561758022	ESWARAN N P	SEM-I B.PHARM
66	561758023	GAYATHRI V	SEM-I B.PHARM
67	561758024	GOKUL RAJ A	SEM-I B.PHARM
68	561758025	GOKULAKANNAN M	SEM-I B.PHARM
69	561758026	GUNA V	SEM-I B.PHARM



  
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2	561758006	ANANTH R	SEM-I B.PHARM	/	/	/	/	/	/
3	561758007	ANBUDURAI S	SEM-I B.PHARM	/	/	/	/	/	/
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5	561758009	ARUN KUMAR R	SEM-I B.PHARM	/	/	/	/	/	/
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8	561758012	BALA GURU I T	SEM-I B.PHARM	/	/	/	/	/	/
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19	561758065	PAVITHRA R	SEM-I B.PHARM	A	A	A	A	A	A
20	561758081	SENTAMIL P	SEM-I B.PHARM	/	/	/	/	/	/
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25	561758086	SUHEAL A	SEM-I B.PHARM	/	/	/	/	/	/
26	561758087	SUPRIYA M	SEM-I B.PHARM	/	/	/	/	/	/
27	561758088	SURESH T	SEM-I B.PHARM	/	/	/	/	/	/
28	561758089	SURESHMANI S	SEM-I B.PHARM	/	/	/	/	/	/
29	561758090	SURYA T	SEM-I B.PHARM	/	/	/	/	/	/
30	561758091	SURYAMATHI P	SEM-I B.PHARM	/	/	/	/	/	/
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32	561758093	UDHAYABALAJI R	SEM-I B.PHARM	/	/	/	/	/	/
33	561758094	UDHYAKUMAR M	SEM-I B.PHARM	/	/	/	/	/	/



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35	381710417	SUDHARSAN V	I PHARM D	/	/	/	/	/	/
36	381710418	SULIMAN B	I PHARM D	A	A	A	A	A	A
37	381710419	TAMIL SELVAN S	I PHARM D	/	/	/	/	/	/
38	381710420	VEDIYAPPAN V	I PHARM D	/	/	/	/	/	/
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43	381710425	DEBORAH ROSE	I PHARM D	/	/	/	/	/	/
44	381710426	HELANNA M	I PHARM D	/	/	/	/	/	/
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46	381710428	NISSY ESTHER JOHN	I PHARM D	/	/	/	/	/	/
47	381710429	SAMUEL BABU	I PHARM D	/	/	/	/	/	/
48	381710430	NAIVIN D ALMEDA	I PHARM D	/	/	/	/	/	/
49	381610401	AARTHY P	II PHARM D	/	/	/	/	/	/
50	381610402	AKSHARA RAJU	II PHARM D	/	/	/	/	/	/
51	381610403	ALFIYA S KHAN	II PHARM D	/	/	/	/	/	/
52	381610404	ASHLY STANLEY	II PHARM D	/	/	/	/	/	/
53	381610405	BALAMURUGAN V	II PHARM D	/	/	/	/	/	/
54	381610406	BHARATH K	II PHARM D	/	/	/	/	/	/
55	381610407	BITTY R	II PHARM D	A	A	A	A	A	A
56	561758098	VINOTH P	SEM-I B.PHARM	/	/	/	/	/	/
57	561758099	YUVA PRASANTH P	SEM-I B.PHARM	/	/	/	/	/	/
58	561758100	YUVARAJ S	SEM-I B.PHARM	/	/	/	/	/	/
59	261710803	HEMALATHA K	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
60	261710804	NANDHINI B	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
61	261710805	PILLA ANIL KUMAR	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
62	261710806	SHAIK SUBHANI	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
63	261710807	ASWATHY RAJ S	SEM-I M.PHARM (PHARMACEUTI CS)	/	/	/	/	/	/
64	561758021	DIVYA K	SEM-I B.PHARM	/	/	/	/	/	/
65	561758022	ESWARAN N P	SEM-I B.PHARM	/	/	/	/	/	/
66	561758023	GAYATHRI V	SEM-I B.PHARM	/	/	/	/	/	/
67	561758024	GOKUL RAJ A	SEM-I B.PHARM	/	/	/	/	/	/
68	561758025	GOKULAKANNAN M	SEM-I B.PHARM	/	/	/	/	/	/
69	561758026	GUNA V	SEM-I B.PHARM	/	/	/	/	/	/



Dr. N. Senthil Kumar,  
PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
ETHIRMEDU, KOMARAPALAYAM - 638 183.  
NAMAKKAL DISTRICT, TAMILNADU, INDIA.

Dr. N. Senthil Kumar,  
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
ETHIRMEDU, KOMARAPALAYAM - 638 183.  
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# J.K.K.MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY

Ethirmedu, B.Komarapalayam - 638 183, Namakkal Dist. Tamilnadu, India  
Approved by : Pharmacy Council of India, New Delhi & The Tamilnadu Dr. M. G. R. Medical University, Chennai  
Website : [www.jkkmmrfpharmacy.edu.in](http://www.jkkmmrfpharmacy.edu.in) E-Mail : [principal@jkkmmrfpharmacy.edu.in](mailto:principal@jkkmmrfpharmacy.edu.in)  
Contact No. : +919789456750, +919943069944, +919943066944

ADD ON COURSE	MARKETING RESEARCH
DEPARTMENT	PHARMACY PRACTICE
ACEDAMIC YEAR	2017-2018
DATE	15.02.2018 TO 27.02.2018
VENUE	SEMINAR HALL

**ANSWER ALL THE QUESTIONS**

DATE: 27.02.2018

## **MULTIPLE CHOICE QUESTIONS**

MARKS: 30

1. Market research is an organized effort to gather information about \_\_\_ or \_\_\_.  
(a) Market, Consumer  
(b) Market, Marketing  
(c) Mind, Media  
(d) Marketing, Behavior
2. The \_\_\_ is a clear statement of what is expected by when and at what price.  
(a) Research  
(b) Information  
(c) Knowledge  
(d) Brief
3. Syndicated research is \_\_\_ common among Indian firms.  
(a) Most  
(b) Not yet  
(c) Featuring  
(d) Seen very
4. A \_\_\_ may prefer one research supplier over another due to a good working relationship, cost considerations, and ability to make deadlines.  
(a) Agency  
(b) Agent  
(c) Client  
(d) Researcher
5. After "picking the brains" of the suppliers, the client assembles a \_\_\_ and then contracts directly with field services to gather the data.  
(a) Profile  
(b) Data  
(c) Answers  
(d) Questionnaire
6. In report writing, the jargon and technical terms should be kept at \_\_\_.  
(a) Bay  
(b) Minimum  
(c) Special  
(d) Specific



  
Dr. N. SENTHILKUMAR,  
PRINCIPAL,


JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
ETHIRMEDU, KOMARAPALAYAM - 638 183,  
NAMAKKAL DISTRICT, TAMILNADU.

  
Dr. N. SENTHILKUMAR,  
PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
ETHIRMEDU, KOMARAPALAYAM - 638 183,  
NAMAKKAL DISTRICT, TAMILNADU, INDIA.

7. For the report to be accurate, all \_\_\_ must be accurate.
  - (a) Inputs
  - (b) Information
  - (c) Question
  - (d) None of above
  
8. Each \_\_\_ must have the support of the conclusion.
  - (a) Opening
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  - (c) Recommendation
  - (d) All of above
  
9. The \_\_\_ window is the default window when u run SPSS.
  - (a) Data Editor
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10. The Kruskal-Wallis test is used when more than \_\_\_ populations are involved.
  - (a) One
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  - (c) Three
  - (d) Zero
  
11. \_\_\_ published can be used as a source for the hypothesis.
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13. \_\_\_ is the difference between the highest and lowest observed values.
  - (a) Average
  - (b) Range
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14. For an intensive and continuous study, a \_\_\_ sample may be suitable.
  - (a) Large
  - (b) Core
  - (c) Sizable
  - (d) Small



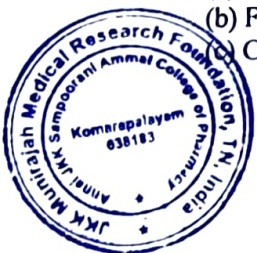
  
 Dr. N. SENTHILKUMAR,  
 PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
 ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
 ETHIRMEDU, KOMARAPALAYAM - 638 183.  
 NAMAKKAL DISTRICT, TAMILNADU.

  
 Dr. N.SENTHILKUMAR,  
 PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
 ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
 ETHIRMEDU, KOMARAPALAYAM - 638 183.  
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15. In the comparison to the census technique, the conclusions derived from the sample are \_\_\_ liable to error.
- (a) More
  - (b) Less
  - (c) Likely
  - (d) None of above
16. Research that is motivated by personal or political gain involves a breach of \_\_\_ standards.
- (a) Hypothetical
  - (b) High
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  - (d) Professional
17. Analyzing consumer grievances is a part of research related to \_\_\_.
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18. \_\_\_ the study of sales generated by a good or service to determine the reasons for its success or failure, and how its sales performance can be improved.
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19. Consumer research helps to \_\_\_ the problem to be solved.
- (a) Identify
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20. \_\_\_ reveals the quantity demanded at various levels of price.
- (a) Pricing Testing
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  - (d) None of above
21. The market build-up method is also referred to as the \_\_\_ approach.
- (a) Bottom-up
  - (b) Bottom-down
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  - (d) Top-up
22. The basic purpose of capturing and processing data is to produce results.
- (a) True
  - (b) False
  - (c) Can't say



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PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
ETHIRMEDU, KOMARAPALAYAM - 638 183,  
NAMAKKAL DISTRICT, TAMILNADU, INDIA.

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PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
ETHIRMEDU, KOMARAPALAYAM - 638 183,  
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23. Information is usually classified into various categories depending upon its \_\_\_\_.
- (a) Scale
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24. \_\_\_\_ search describes the situation where a fairly limited and unstructured attempt is made to obtain information for a specific purpose.
- (a) Valid,
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25. Qualitative information can only be \_\_\_\_.
- (a) Observed
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- (a) Casual
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- (a) Very hard
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29. \_\_\_\_ Technique is used to determine the images of two competing brands.
- (a) TET
  - (b) Still
  - (c) TAT
  - (d) Imagery
30. Quantitative marketing research is a \_\_\_\_ method that utilizes statistical techniques.
- (a) Delphi
  - (b) Projective
  - (c) Social research
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PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
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NAMAKKAL DISTRICT, TAMILNADU, INDIA.

  
Dr. N. SENTHILKUMAR,  
PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
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Website : [www.jkkmmrfpharmacy.edu.in](http://www.jkkmmrfpharmacy.edu.in) |E-Mail : [principal@jkkmmrfpharmacy.edu.in](mailto:principal@jkkmmrfpharmacy.edu.in)  
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ADD ON COURSE	MARKETING RESEARCH
DEPARTMENT	PHARMACY PRACTICE
ACEDAMIC YEAR	2017-2018
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## ANSWER KEY

- Market research is an organized effort to gather information about \_\_\_ or \_\_\_.  
(a) **Market, Consumer**  
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PRINCIPAL

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ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
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ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
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*[Signature]*  
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 PRINCIPAL,

*[Signature]*  
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 PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
 ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
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Dr. N. SETHILKUMAR,  
PRINCIPAL,

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ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,  
ETHIRMEDU, KOMARAPALAYAM - 638 183,  
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ADD ON COURSE

MARKETING RESEARCH

DEPARTMENT

PHARMACY PRACTICE

ACEDAMIC YEAR

2017-2018

DATE

15.02.2018 TO 27.02.2018

VENUE

SEMINAR HALL

## STUDENT MARK STATEMENT

Sl No	Reg No	NAME OF THE STUDENT	COURSE	MAKk	PERCENTAGE
1	561758005	AMARNATH A	SEM-I B.PHARM	25	83.3
2	561758006	ANANTH R	SEM-I B.PHARM	26	86.7
3	561758007	ANBUDURAI S	SEM-I B.PHARM	24	80.0
4	561758008	ARJUNAN K	SEM-I B.PHARM	29	96.7
5	561758009	ARUN KUMAR R	SEM-I B.PHARM	28	93.3
6	561758010	ARUNPRAKASH S	SEM-I B.PHARM	29	96.7
7	561758011	AYYASAMY R	SEM-I B.PHARM	28	93.3
8	561758012	BALA GURU I T	SEM-I B.PHARM	26	86.7
9	561758013	CHANDRU D	SEM-I B.PHARM	28	93.3
10	561758014	DEEPA P	SEM-I B.PHARM	29	96.7
11	561758015	DEEPIKA R	SEM-I B.PHARM	27	90.0
12	561758016	DEVASHRI P B	SEM-I B.PHARM	28	93.3
13	561758017	DHARMASEELAN K	SEM-I B.PHARM	29	96.7
14	561758018	DHILEEP M	SEM-I B.PHARM	28	93.3
15	561758019	DINESHKUMAR B	SEM-I B.PHARM	27	90.0
16	561758020	DIVAKAR A	SEM-I B.PHARM	28	93.3
17	561758063	NAVEENKUMAR P	SEM-I B.PHARM	29	96.7
18	561758064	PARTHEEPAN S	SEM-I B.PHARM	29	96.7



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19	561758081	SENTAMIL P	SEM-I B.PHARM	28	93.3
20	561758082	SHANMUGAVEL P	SEM-I B.PHARM	29	96.7
21	561758083	SHASHI KUMAR R	SEM-I B.PHARM	27	90.0
22	561758084	SRINIVAS V	SEM-I B.PHARM	24	80.0
23	561758085	SUBHASHINI D	SEM-I B.PHARM	23	76.7
24	561758086	SUHEAL A	SEM-I B.PHARM	25	83.3
25	561758087	SUPRIYA M	SEM-I B.PHARM	24	80.0
26	561758088	SURESH T	SEM-I B.PHARM	24	80.0
27	561758089	SURESHMANI S	SEM-I B.PHARM	23	76.7
28	561758090	SURYA T	SEM-I B.PHARM	25	83.3
29	561758091	SURYAMATHI P	SEM-I B.PHARM	29	96.7
30	561758092	TAMILVANAN R	SEM-I B.PHARM	28	93.3
31	561758093	UDHAYABALAJI R	SEM-I B.PHARM	27	90.0
32	561758094	UDHYAKUMAR M	SEM-I B.PHARM	28	93.3
33	381710416	SHANGEETHA S	I PHARM D	29	96.7
34	381710417	SUDHARSAN V	I PHARM D	24	80.0
35	381710419	TAMIL SELVAN S	I PHARM D	26	86.7
36	381710420	VEDIYAPPAN V	I PHARM D	29	96.7
37	381710421	YOGAVARSHINI K S	I PHARM D	28	93.3
38	381710422	AHAMMED KABEER	I PHARM D	28	93.3
39	381710423	AMRUTHA M.K	I PHARM D	29	96.7
40	381710424	CHANDNA THERASA MATHEW	I PHARM D	29	96.7
41	381710425	DEBORAH ROSE	I PHARM D	29	96.7
42	381710426	HELANNA M	I PHARM D	25	83.3
43	381710427	MUNEER T	I PHARM D	24	80.0
44	381710428	NISSY ESTHER JOHN	I PHARM D	25	83.3



  
**Dr. N. SENTHILKUMAR,**  
**PRINCIPAL**

**JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION**  
**ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY**  
**ETHIRMEDU, KOMARAPALAYAM - 638 183.**  
**NAMAKKAL DISTRICT. TAMILNADU. INDIA.**

  
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45	381710429	SAMUEL BABU	I PHARM D	26	86.7
46	381710430	NAIVIN D ALMEDA	I PHARM D	26	86.7
47	381610401	AARTHY P	II PHARM D	29	96.7
48	381610402	AKSHARA RAJU	II PHARM D	25	83.3
49	381610403	ALFIYA S KHAN	II PHARM D	28	93.3
50	381610404	ASHLY STANLEY	II PHARM D	29	96.7
51	381610405	BALAMURUGAN V	II PHARM D	29	96.7
52	381610406	BHARATH K	II PHARM D	28	93.3
53	561758098	VINOTH P	SEM-I B.PHARM	26	86.7
54	561758099	YUVA PRASANTH P	SEM-I B.PHARM	27	90.0
55	561758100	YUVARAJ S	SEM-I B.PHARM	28	93.3
56	261710803	HEMALATHA K	SEM-I M.PHARM (PHARMACEUTICS)	29	96.7
57	261710804	NANDHINI B	SEM-I M.PHARM(PHARMAC EUTICS)	29	96.7
58	261710805	PILLA ANIL KUMAR	SEM-I M.PHARM (PHARMACEUTICS)	28	93.3
59	261710806	SHAIK SUBHANI	SEM-I M.PHARM (PHARMACEUTICS)	27	90.0
60	261710807	ASWATHY RAJ S	SEM-I M.PHARM (PHARMACEUTICS)	28	93.3
61	561758021	DIVYA K	SEM-I B.PHARM	29	96.7
62	561758022	ESWARAN N P	SEM-I B.PHARM	25	83.3
63	561758023	GAYATHRI V	SEM-I B.PHARM	26	86.7
64	561758024	GOKUL RAJ A	SEM-I B.PHARM	29	96.7
65	561758025	GOKULAKANNAN M	SEM-I B.PHARM	25	83.3
66	561758026	GUNA V	SEM-I B.PHARM	26	86.7



  
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**ETHIRMEDU, KOMARAPALAYAM - 638 183.**  
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# J.K.K.MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY

Ethirmediu, B.Komarapalayam – 638 183, Namakkal Dist. Tamilnadu. India  
Approved by : Pharmacy Council of India, New Delhi & The Tamilnadu Dr.M.G.R Medical University, Chennai.  
Website : [www.jkkmmrfpharmacy.edu.in](http://www.jkkmmrfpharmacy.edu.in) |E-Mail : [principal@jkkmmrfpharmacy.edu.in](mailto:principal@jkkmmrfpharmacy.edu.in)  
Contact No. : +919789456750, +919943069944, +919943066944

ADD ON COURSE	MARKETING RESEARCH
DEPARTMENT	PHARMACY PRACTICE
ACEDAMIC YEAR	2017-2018
DATE	15.02.2018 TO 27.02.2018
VENUE	SEMINAR HALL

## FEEDBACK FORM

STUDENT NAME: YOGAVARSHINI.K.S DATE: 27.02.2018

YEAR/COURSE : I- PHARM.D

NAME OF THE ADD ON COURSE:

COURSE CODE: 17VAC012

DURATION: 30 Hrs

EVALUATE HONESTLY:

Questions	Excellent	Good	Fair	Poor
The objectives of the training were	✓			
The instructor's contribution to the course was:	✓			
The presentation materials were relevant		✓		
The instructor's effectiveness in teaching the subject matter was:	✓			
Answers to the students questions by the instructor	✓			
The venue was appropriate for the event		✓		
Course organisation was:	✓			
Level of course was	✓			
Course content was:	✓			

### Student Participation

On average, how many hours a week did you spend on this course (in and out of class)?

A)0-2 B)2-5 C)6-10 D)11-14 E)15UP

At what grade do you expect in this course?

A) BELOW 50% B) 50-60% C) 60-70% D) 70-80% E) ABOVE 80%

Dr. N. SENTHILKUMAR,  
PRINCIPAL,

Dr. N.SENTHILKUMAR,  
PRINCIPAL

Yogd  
SIGNATURE

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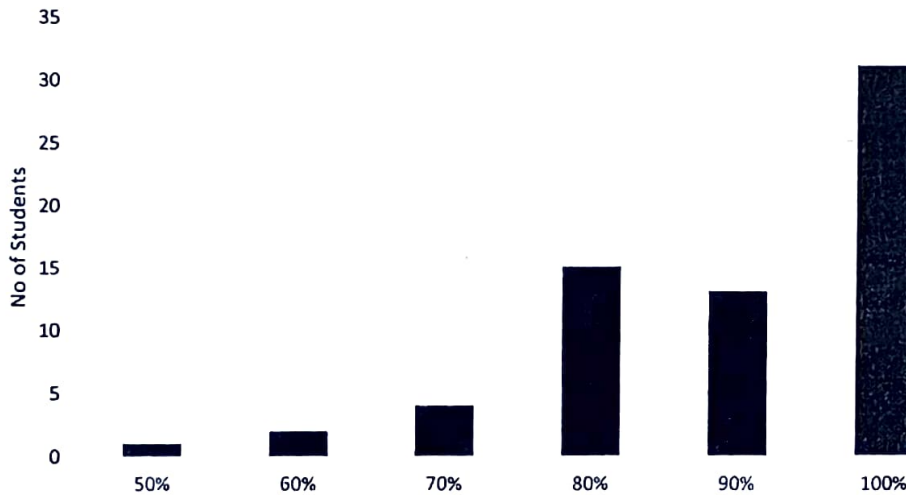
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Approved by : Pharmacy Council of India, New Delhi & The Tamilnadu Dr.M.G.R Medical University, Chennai.  
Website : [www.jkkmmrfpharmacy.edu.in](http://www.jkkmmrfpharmacy.edu.in) |E-Mail : [principal@jkkmmrfpharmacy.edu.in](mailto:principal@jkkmmrfpharmacy.edu.in)  
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<b>ADD ON COURSE</b>	<b>MARKETING RESEARCH</b>
<b>DEPARTMENT</b>	<b>PHARMACY PRACTICE</b>
<b>ACEDAMIC YEAR</b>	<b>2017-2018</b>
<b>DATE</b>	<b>15.02.2018 TO 27.02.2018</b>
<b>VENUE</b>	<b>SEMINAR HALL</b>

## STUDENTS FEEDBACK ANALYSIS

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PRINCIPAL,

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NAMAKKAL DISTRICT, TAMILNADU.

  
**Dr. N.SENTHIKUMAR,**  
PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
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## JKKMMRF's Annai JKK Sampoorani Ammal College of Pharmacy Department of Pharmacy Practice

This certificate is awarded to

DEVASHRI P B

for sucessfully completing the course on **Marketing Research** during the  
period of **15.02.2018 to 27.02.2018**.

  
Co-ordfnator

  
Organizer





Dr. N.SENTHILKUMAR,  
PRINCIPAL

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION  
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY  
ETHIRMEDU, KOMARAPALAYAM - 638 183.  
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