

Roll No.

Total No. of Questions : 07]

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BBA (Sem. - 5th)

MARKETING RESEARCH

SUBJECT CODE : BB - 504 (2008 to 2011 Batch)

Paper ID : [C0227]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Marketing Research
- b) Primary and Secondary Data
- c) Objectives of marketing research
- d) Questionnaire
- e) Sample size
- f) Cluster Sampling
- g) Rating scales
- h) Research design
- i) Cross Tabulation
- j) Marketing Research Applications

Section - B

(4 × 10 = 40)

Q2) Differentiate between marketing research and market research. Explain objectives of research process.

Q3) Discuss various methods of conducting marketing research.

Q4) Explain the meaning of Scaling. Discuss scale construction techniques

Q5) How is a questionnaire constructed. How is data tabulated coded and edited.

Q6) What is sampling? Explain different types of sampling techniques with their merits and demerits.

Q7) How is data analyzed with the help of different tests of significance based on t, f and z distribution

