

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

Paper ID [C0227]

(Please fill this Paper ID in OMR Sheet)

BBA (Sem. - 5th/6th)**MARKETING RESEARCH (BB - 504)****Time : 03 Hours****Maximum Marks : 60****Instruction to Candidates:**

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

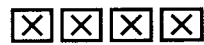
Section - A**Q1)****(10 × 2 = 20)**

- a) Data collection.
- b) Quantitative Research.
- c) Null Hypothesis.
- d) Sources of Primary Data.
- e) Semantic differential scale.
- f) Probability sampling.
- g) Chi square Test.
- h) Stratified sampling.
- i) Cross Tabulation.
- j) Cluster Analysis.

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Section - B**(4 × 10 = 40)**

- Q2)** Define Marketing Research. Write its importance and scope in detail.
- Q3)** What is meant by Research Design? Explain various Research Designs in detail.
- Q4)** Explain various types and techniques of sampling.
- Q5)** What is Data Collection? Explain the sources of data in detail.
- Q6)** What do you understand about questionnaire planning? Why it is necessary?
- Q7)** How does a Marketing Research system provide the required information and data to the marketers? Explain.



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