

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (2007 to 2011 Batch) (Sem.-5th)

MARKETING RESEARCH

Subject Code : BB-504

Paper ID : [C0227]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and students has to attempt any **FOUR** questions.

SECTION-A

I. Answer briefly :

- (a) What is exploratory research design ?
- (b) What is secondary data collection ?
- (c) What are rating scales ?
- (d) What is cluster sampling ?
- (e) What is meant by stratified sampling ?
- (f) What is meant by editing of data ?
- (g) What is f test ?
- (h) What is z test ?
- (i) What is descriptive research design ?
- (j) What is primary data collection ?

SECTION-B

2. What is meant by Marketing Research ? Explain the marketing research applications in marketing decisions.
3. Describe the following experimental designs using the appropriate symbols :
 - (a) After-only design
 - (b) Before-after design
 - (c) Before-after with control
 - (d) After-only with control
4. What is a multidimensional scaling ? Explain the marketing application of multidimensional scaling with the help of an example.
5. What is a questionnaire ? Explain the steps in questionnaire design.
6. What is meant by sampling ? How is sample size estimated ?
7. What is chi-square test ? Explain the general procedure of conducting chi-square test.