



LJ-251

BBA

5th Semester Examination, July-Dec., 2020

Paper - I

Marketing Research

Time : Three Hours] [Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Answer **all** questions. All questions carry equal marks.

Unit-I

1. How Marketing Research helps in solving business problems? Explain with suitable examples.

OR

Describe the scope and limitation of Marketing Research.

4_JDB_★_(3)

(Turn Over)

(2)

Unit-II

2. What are the various types of Research Design ? Discuss their suitability in Marketing Research.

OR

“Marketing Research is the powerful tool for getting Market information.” Discuss.

Unit-III

3. What do you mean by Primary and Secondary Data and describe its sources. What are the precautions one should take while developing a questionnaire ?

OR

Write an explanatory note on Sampling design.

Unit-IV

4. What is a Research Hypothesis ? Describe any one method of hypothesis testing with the help of imaginary figures.

OR

Write a detailed note on statistical method for analysis and interpretation of Data.

(3)

Unit-V

5. “Market segmentation is the powerful tool for overcoming problem of Market heterogeneity.”
Explain with suitable example.

OR

Write short notes on the following :

- (a) Advertising Research
(b) Product Research
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