

Subject code: 8885

Seat No. \_\_\_\_\_

TY BBA (yearly) Examination - Nov-2016

Subject - Marketing Research - Paper No. 305

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Q.1 What is marketing research explain its nature and scope? (20)

OR

Q.1 Explain Decision Making in detail? (20)

Q.2 Discuss research design in detail? (20)

OR

Q.2 What do u understand by Hypothesis and explain types of Hypothesis? (20)

Q.3 What is Data Collection and explain the methods of data collection? (20)

OR

Q.3 Discuss sampling methods and what are the disadvantages of sampling? (20)

Q.4 What are the methods used for analysis of data? (20)

OR

Q.4 As a researcher do you think computer application play a role in analysis of data? (20)

Q.5 How is report writing important in research explain in detail? (20)

OR

Q.5 Explain presentation and what is personal presentation of research findings? (20)