

T.Y.B.B.A
Yearly Examination April 2016
Subject - Marketing Research C.NO.8885
Paper No: 305

Total Marks: 100

1. (a) What is Marketing research? Discuss the scope of marketing research in detail with appropriate example. 10
- (b) "Decision making is based on the findings of marketing research"-discuss the statement. 10

OR

1. Discuss entire process of Marketing Research in detail. 20
2. Discuss any two research designs in detail with its applications. 20

OR

2. Write Note on following: 20
- 1) Hypothesis Development
- 2) Problem Definition
3. Discuss all Probability sampling techniques in detail. 20

OR

3. Write Note on following 20
- 1) Any two data collection method
- 2) Limitations of Sampling
4. "Data presentation and data analysis can be done more effectively and efficiently with tabulation."-Discuss the statement. 20

OR

4. Write Note on following: 20
- 1) Testing of hypothesis and interpretation
- 2) Computer aided analysis

5. Discuss all guiding principles of writing research report. 20

OR

5. Write Note on following. 20
- 1) Personal Presentation of Research
- 2) Findings of research work