

**BBA SEMESTER- 6 Examination / Oct-2017**

**Subject Code: 3751**

**Subject Name: Marketing Research – II**

**Total Marks: 70**

**Q:1 Define sampling. Discuss various sampling methods in detail. (14)**

**OR**

**Q:1 (A) Discuss various steps involved in sampling process with suitable example of your choice. (07)**  
**(B) Discuss various advantages and limitation of sampling. (07)**

**Q:2 Define tabulation. Explain various methods of tabulation in detail with examples. (14)**

**OR**

**Q:2 “Processing of data means editing, coding, classification and tabulation”. Describe in brief these four operations in context of marketing research. (14)**

**Q:3 What do you mean by hypothesis? Discuss about the process of hypothesis testing. (14)**

**OR**

**Q:3 “Computers are very useful for analysis of data in research process. Illustrate your answer in brief. (14)**

**Q:4 Write a detail note on research report outline. (14)**

**OR**

**Q:4 Discuss various principle guidelines for report writing. (14)**

**Q:5 What are the factors should be consider while presenting research finding. (14)**

**OR**

**Q:5 Write a detail note on personal presentation of research finding. (14)**