

B.B.A. Sem-5

Paper No 505. Marketing Research 3738

Time: 2 Hours 30 Min.

*April 2016*

Marks: 70

1. What is marketing research? Explain the advantages and limitations of it. 14
- OR
1. What is marketing research? Explain its scope and nature in detail. 14
2. Explain the Decision making in Marketing Research 14
- OR
2. Explain the different steps of Marketing Research 14
3. What is research Design? Explain the concepts of it in detail. 14
- OR
3. What is Problem Identification? How problem can be identifying properly? 14
4. A) Explain one-tailed and two-tailed hypothesis 07
- B) Explain type-I & type-II error and significance level. 07
- OR
4. A) Explain the process of Hypothesis. 07
- B) Explain the characteristics of Hypothesis 07
5. What is sampling? Explain the advantages and limitations of it. 14
- OR
5. A) Explain the Questionnaire method with its advantages and limitations 07
- B) Explain the Internet as a source of secondary data with its advantages & limitations. 07