

B.B.A. Sem-5

March 2015

Paper No 505. Marketing Research 3738

Time: 2 Hours 30 Min.

Marks: 70

1. What is marketing research? Explain its nature. 14
OR
1. What is marketing research? Explain its scope. 14
2. What is Marketing Research? Explain the Process of it. 14
OR
2. What kind of the decisions the marketing research has to take in any Marketing activity . 14
3. What is research Design? Explain the types of it in detail 14
OR
3. What is Problem Identification? Explain the characteristics and techniques of it. 14
4. Give the meaning of research hypothesis. Explain the process and types of hypothesis. 14
OR
4. What is Hypothesis? Explain the characteristics and concepts of it in detail. 14
5. What is sampling? Explain the methods of Sampling in detail. 14
OR
5. What is data collection? Explain the different type of data collection. 14