

APR 1, 2015

B.B.A. Examination

Semester:- 6

Paper No.:- 605 Paper Name:- Marketing Research-II

Paper Code:- 3751

Time:

Maximum Marks 70

Q.1 (A)	Describe various steps involved in the sampling process.	07
Q.1 (B)	Discuss advantages and limitation of sampling.	07
Or		
Q.1	Define sampling design. Explain various methods of sampling in detail.	14
Q.2	Define tabulation. Explain various methods of tabulation in detail with examples of your choice.	14
Or		
Q.2	"In the processing of data, computers may be used most efficiently." Explain.	14
Q.3	What is null and alternative hypothesis? Explain about the process of hypothesis testing.	14
Or		
Q.3	How computer can be used in research process. Discuss.	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 considered while presenting research finding.	14
Or		
Q.5	Write a detail note on personal presentation of research finding.	14