

B.B.A Examination Oct - 2016

Semester-6

Paper No:-605

Paper Name: - Marketing Research-II

Paper Code-3751

Time: 2.5Hrs

Maximum Mark:-70

Q-1 what is sampling? Explain the various methods of sampling in detail. (14)

OR

Q-1 what is sample design? Explain the factors to be considered by the researcher in developing a sample design.

Q-2 Define tabulation. Explain the various methods and characteristics of tabulation. (14)

OR

Q-2 Discuss the use of statistical tools in analysis and processing of data.

Q-3 what is hypothesis? Explain the process of testing hypothesis in detail (14)

OR

Q-3 Discuss the use of computer in analysis and processing of data.

Q-4 Discuss the principles guidelines for report writing. (14)

OR

Q-4 Write a detail note on research report outline.

Q-5 Discuss in detail about personal presentation of research report (14)

OR

Q-5 Explain the factors to be considered while presenting research findings.