

Total No. of Questions – 10]
(2062)

[Total Pages : 2

9635

M.B.A. Examination
MARKETING RESEARCH
Paper-MM-01
(Semester-III)

Time : Three Hours]

[Maximum Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/ continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each unit. Each question carries equal marks.

UNIT-I

1. What do you mean by marketing research? Briefly describe the different steps involved in a marketing research process.
2. Write down the importance and scope of marketing research.

UNIT-II

3. Describe the different types of research design and the basic purpose of each.

4. What do you mean by experimental research design? Discuss the factors affecting the experimental research design.

UNIT-III

5. Critically evaluate the various sources of secondary data.
6. What are the advantages and disadvantages of the questionnaire method of data collection?

UNIT-IV

7. What are the different probability sampling method? Explain with the help of examples.
8. What is sampling? Discuss the importance of sampling in marketing research.

UNIT-V

9. Define advertising research. Discuss the components of advertising research.
 10. What are the essential qualities of a good research report?
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