

DEC 2012

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-5th)

MARKETING RESEARCH

Subject Code : BB-504

Paper ID : [C0227]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A

- I. Write briefly :
 - (a) What is the importance of research?
 - (b) Describe the objectives of research.
 - (c) What do we mean by exploratory research?
 - (d) What is an experiment?
 - (e) What do we mean by secondary data?
 - (f) Distinguish between ranking and rating.
 - (g) What is meant by sample scope?
 - (h) Under what circumstances is chi-square test required?
 - (i) What is a scale?
 - (j) Give any important application of marketing research.

SECTION-B

2. Describe the steps involved in questionnaire construction.
3. Explain the various types of probability sampling.
4. Describe descriptive research design in detail giving suitable example.
5. Explain the marketing research process in detail.
6. Explain the need and use of f-test in research.
7. What is multi-dimensional scaling? When is it used?