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What is meant by Research design? Explain the characteristics and objectives of Research design.

Unit-III

3. What are 'Secondary Data'? Discuss the ways of making use of them in Marketing Research.

OR

What is Attitude measurement? Explain its objectives and limitations.

Unit-IV

4. What do you understand by 'Analysis of Data'? Discuss the procedure and various methods of Analysis of Data.

OR

Describe the contents of a Research report in the area of Marketing. What points should you keep in mind while preparing such report?

Unit-V

5. What is Advertising Research? Discuss its objectives and importance.

OR

What is Product Research? Explain its objectives and process.