

ED-991

Bachelor of Business Administration 5th Semester Examination, March-April 2021

Paper - I

Marketing Research

Time : Three Hours]	[Maximum Marks		
	[Minimum Pass Marks	:	32

Note : Answer all questions. All questions carry equal marks.

Unit-I

1. What is meant by Marketing Information System? Explain the characteristics and importance of MIS.

OR

Discuss the importance and limitations of Marketing research. How does the Marketing research contribute in decision making?

Unit-II

2. Define Scientific method. Discuss the main characteristics and main steps of Scientific method.

OR

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(Turn Over)

(2)

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.

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