

FD-991

BBA 5th Semester Examination, Dec.-Jan., 2021-22

Paper - I

Marketing Research

Time : Three Hours]	[Maximum	Marks	:	90
	[Minimum Pass	Marks	:	32

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

Unit-I

1. What do you mean by managerial economics? Explain its application and limitations.

OR

What is Marketing Information System (MIS)? Explain it in detail.

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(Turn Over)

(2)

Unit-II

2. "Management of marketing research can be effective and successful only when there is a coordination between research and management." Explain marketing research management in this context.

OR

Write short notes on the following :

- (a) Scientific method
- (b) Research design

Unit-III

3. What do you mean by Data Collection ? What are the sources of Primary data and Secondary data ? Explain.

OR

What is sampling design? Explain the types of sampling with suitable examples.

Unit-IV

4. What do you understand by Data Analysis and Processing of Data? Explain in detail.

OR

What do you mean by report writing? Write the steps involved in preparing report.

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(Continued)

(3)

Unit-V

5. Write a detailed note on applications of marketing research.

OR

Write short notes on the following :

- (a) Advertising research
- (b) Market segment

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