

Roll No.

E-1926

**B. B. A. (Fifth Semester)
EXAMINATION, Dec.-Jan., 2020-21**

MARKETING RESEARCH

(122)

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Attempt all the *five* questions. *One* question from each Unit is compulsory. All questions carry equal marks.

Unit—I

1. Define Marketing Information System. State its scope and importance in present business situation.

Or

What are the applications of marketing research ? Also state the limitation of marketing research.

Unit—II

2. Explain information value. Write the utility of scientific methods.

Or

How can you define research design ? State the types of research design in detail.

P. T. O.

Unit—III

3. Elucidate marketing research process.

Or

What are the different scaling techniques used in research ?
Also state the benefits of interviewing.

Unit—IV

4. Why data interpretation is done by researcher ? Explain in detail the steps or process involved in writing a good research report.

Or

What is hypothesis testing in research ? Explain various criteria for accepting or rejecting a research hypothesis.

Unit—V

5. What is the process of identifying market segments ? Explain taking an example of product.

Or

Write a detailed note on sales analysis and forecasting.