FACULTY OF COMMERCE & BUSINESS MANAGEMENT
BBA (Gen) **CBCS** II-Year (III-Semester) Regular Examinations, Dec-2022/Jan-2023
Marketing Research

Time: 3 Hours   Max Marks: 80

SECTION-A   (5x4=20 Marks)
Answer any Five questions from the following

1.   Nature of Marketing Research.

2.   Depth interview.

3.   Secondary sources of data in Indian context.

4.   Reliability and validity of a scale.

5.   Stratified sampling.

6.   ANOVA.

7.   Scope of Marketing Research.

8.   Types of observation.

SECTION-B   (5x12=60 Marks)
Answer all the following questions

9.   (a) What is the role of Marketing research in Decision making?
      (OR)
      (b) What are the various steps in the research process?

10.   (a) Prepare a structured questionnaire to get feedback from the customers for product
          improvement.
      (OR)
      (b) What is primary data and secondary data? Explain in detail.

11.   (a) What are the advantages and disadvantages of secondary data?
      (OR)
      (b) Explain the criteria for evaluating secondary sources of data.

12.   (a) Explain the various types of measurement scales with examples.
      (OR)
      (b) Discuss Thurstone's and Likert's scaling techniques using marketing examples.

13.   (a) Describe the various sampling techniques.
      (OR)
      (b) The number of accidents per month in a town was as follows:
          11, 9, 19, 14, 10, 16, 7, 10, 5, 9
          Are these frequencies in agreement with the belief that accident conditions were the same
          during this 10 month period?