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Register Number:
Name of the Candidate:

5776

B.B.A. DEGREE EXAMINATION, May 2015

(APPLIED MANAGEMENT)

(THIRD YEAR)

340: MARKETING RESEARCH

Time: Three hours

Maximum: 100 marks

SECTION-A
Answer ALL questions

(10×2=20)

1. Scope of Market Research.
2. What is Descriptive Research?
3. What is Questionnaire?
4. Sources of Secondary Data.
5. Define Sampling.
6. What do you mean by Observation?
7. What is Interpretation?
8. Research Design.
9. What is Measurement?
10. What is Editing?

SECTION-B
Answer any FOUR questions

(4×10=40)

11. Describe the importance of Marketing Research.
12. Discuss the advantages and disadvantages of observational methods of collection of data.
13. How is a good questionnaire prepared?
14. State the functions of statistical analysis.
15. Explain probability and non-probability sampling methods.
16. Explain the principles of report writing.

SECTION-C
Answer any TWO questions

(2×20=40)

17. What are the various stages through which marketing research is organised? Briefly describe them.
18. Explain the methods adopted for gathering primary data in marketing research.
19. Discuss the major problems of analysis in research.
20. Explain briefly the principles of graphic presentation.
