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Total No. of Pages : 02

Total No. of Questions : 09

BSc. (Catering and Culinary Arts) (2015 &amp; Onwards) (Sem.-5)

**MARKET RESEARCH**

Subject Code : BSCCA -507

M.Code : 74744

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A****1. Write briefly :**

- a. Quantitative Research
- b. Data Interpretation
- c. Sampling Unit
- d. Primary Data
- e. Research Gap
- f. MIS
- g. Research Methodology
- h. Measures of Dispersion
- i. Box plot
- j. Histogram

### SECTION-B

2. What are various types of Marketing Research?
3. Discuss the general steps of performing Research.
4. What is Bivariate Analysis?
5. Discuss the different types of secondary data.
6. What is Probability Sampling?

### SECTION-C

7. What is Marketing Research? Also discuss the recent trends in Marketing research.
8. What is Secondary Data? Discuss the advantages and drawbacks of using secondary data in research.
9. What are the various responsibilities of market research report writer?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**