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Total No. of Pages : 02

Total No. of Questions : 07

B.Sc (FD) (2013 to 2017) (Sem.-3)

MARKET RESEARCH

Subject Code : BScFD-308

M.Code : 71791

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : Units-I, II & III.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Attempt all questions in brief :

- a) How marketing research is different from market research?
- b) Write short note on research design.
- c) What is focus group interview?
- d) What are the advantages of secondary data?
- e) What do you mean by product development?
- f) What is target marketing?
- g) What are the uses of marketing research in decision making?
- h) What are the methods of collection of secondary data?
- i) Define Attitude.
- j) What are the scaling techniques?
- k) What is Price Research?





- l) What do you mean by sales promotion research?
- m) What is copy testing?
- n) What is descriptive research?
- o) What do you mean by hypothesis?

SECTION-B

UNIT-I

- Q2 Explain the different methods of market research and what are its objectives.
- Q3 Explain briefly the elements of advertising research.

UNIT-II

- Q4 Discuss the steps in marketing research process.
- Q5 Explain the probabilistic and non-probabilistic sampling techniques of marketing Research.

UNIT-III

- Q6 Explain the different types of research design
- Q7 Explain the factors determining sample size and sampling errors.

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.

