CT Inst. of ...

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (2007 to 2011 Batch) (Sem.–5th)
MARKETING RESEARCH
Subject Code : BB-504
Paper ID : [C0227]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :
1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A

l. **Answer briefly :**

(a) What is exploratory research design ?

(b) What is secondary data collection ?

(c) What are rating scales ?

(d) What is cluster sampling ?

(e) What is meant by stratified sampling ?

(f) What is meant by editing of data ?

(g) What is f test ?

(h) What is z test ?

(i) What is descriptive research design ?

(j) What is primary data collection ?

SECTION-B

2. What is meant by Marketing Research ? ... applications in marketing decisions.

3. Describe the following experimental ... symbols :

(a) After-only design

(b) Before-after design

(c) Before-after with control

(d) After-only with control

4. What is a multidimensional scaling ? Ex... multidimensional scaling with the help of ...

5. What is a questionnaire ? Explain the ste...

6. What is meant by sampling ? How is sa...

7. What is chi-square test ? Explain the ... chi-square test.