

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BSc. In catering and culinary arts (2015 & Onwards) (Sem.-5)

MARKET RESEARCH

Subject Code : BS CCA -507

Paper ID : [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) Conclusive research
- b) Primary data
- c) Hypothesis
- d) Research problem
- e) Quota sampling
- f) Nominal scale
- g) SPSS
- h) Median
- i) Variance
- j) Bibliography

SECTION-B

- 2) Guidelines for effective report writing.
- 3) Components of sound research problems.
- 4) Differentiate between secondary and primary methods of data collection.
- 5) Write short note on Bivariate analysis.
- 6) Importance of sampling in Marketing research.

SECTION-C

- Q7. Explain the scope, importance and limitation of marketing research.
- Q8. What kind of marketing research technique is practiced before introducing new product in a market?
- Q9. Narrate the implications of IT in marketing research.