

**Faculty of Business Management****BBA II-Year, CBCS-IV Semester Regular Examinations June/July- 2022****PAPER: Marketing Research**

Time: 3 Hours

Max Marks: 80

**Section-A**

- I. Answer any FIVE of the following questions (5x4=20 Marks)
1. Research proposal
  2. Observation method
  3. Advantages of secondary data
  4. Reliability
  5. Chi square test
  6. Stapel's scale
  7. Paired t -test
  8. Role of research in decision making

**Section-B**

- II. Answer the following questions (5x12=60 Marks)
9. (a) Explain the nature and scope of the marketing research  
(OR)  
(b) Discuss in detail the research process
10. (a) What is primary data and explain the methods of primary data collection  
(OR)  
(b) What is depth interview and explain the characteristics and types of depth interview.
11. (a) Explain the various methods in collecting the secondary data.  
(OR)  
(b) Explain the criteria to be used when evaluating the secondary data.
12. (a) Explain the types of scales with examples.  
(OR)  
(b) Explain the advantages and limitations of Likert scale
13. (a) Explain the types of probability sampling techniques.  
(OR)  
(b) Explain the advantages and disadvantages of ANOVA.

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