BBA–503(O)

B. B. A. (Fifth Semester)
EXAMINATION, Dec., 2013

(Old Course)

Paper Third

MARKETING RESEARCH

Time : Three Hours]　　　　　　　　　[*Maximum Marks : 75*

Note : Attempt all the *five* questions. All questions carry equal marks.

1. What is marketing research Highlight the nature and forces influencing research.

Or

Explain the various steps involved in the marketing research process.

2. What is data ? What are the various sources of primary and secondary data ? Explain with suitable example the various datas that are necessary for a twowheeler scooter manufacturer company to launch its product in Kanpur Market.

Or

Differentiate between primary and secondary data. Explain how and why primary data is more important than

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secondary data citing the example of a bread manufacturer in Kanpur City.

3. What do you mean by term Attitude ? Explain why attitude measurement of consumer is very important for the marketer in today's world.

Or

Write short notes on the following :

(a) Multiple dimensional scaling

(b) Semantic differential

4. What do you mean by the term Hypothesis ? Explain the term null and alternative hypothesis.

Or

Distinguish between z-test and t-test. Under what condition are these tools used in marketing research ?

5. **Case Study**

Before launching a Deodarant in a city what type of research is required to be done and how ? Explain the role of primary and secondary data in it. What kind of satistical tool would be used in analysis and how as a marketing researcher you would recommend the expected sale that can be generated in a year ?