

Roll No.

BBA-503

B.B.A. (Semester Fifth) Exam. -2011

**Paper : Third
Marketing Research**

Time: Three Hours]

[Maximum Marks: 75

Note: All questions are compulsory. All question carry equal marks.

1. Define marketing research. Bring out its nature and scope. How is marketing research different from market research?

OR

What are various types of research designs? Differentiate between exploratory, descriptive and casual research.

2. Bringout the process of marketing research. Illustrate your answer with the help of various steps involved in carrying out research for increasing sales of branded shoes.

OR

What is a questionnaire? Distinguish between the following:

- (a) Structured & Unstructure Questionnaire
- (b) Disguised & Undisguised Questionnaire

3. Explain Likert & Semantic differential scales and their relevance in marketing research. Present atleast two examples of using these scales.

OR

Differentiate between primary data and secondary data. What are the methods of collecting primary data.

4. Write short notes on any two of the following :
- (a) Factor Analysis
 - (b) Coding classification and tabulation of data
 - (c) ANOVA
 - (d) Probability & nonprobability sampling
5. A readymade garment manufacturer approaches a MR company to conduct a consumer survey for launching its new brands of children and ladies garments. The company requires the following informations :
- (i) Brand consciousness among purchasers
 - (ii) Strengths and weaknesses of present brands
 - (iii) Brand preferences among purchases
 - (iv) Pricing and promotion strategies

Prepare on research plan & develop a questionnaire observation techniques or above.