

Exam.Code:1506
Sub. Code: 9762

1057
B. Voc. (Retail Management)
Sixth Semester
BIR-305: Marketing Research

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Write significance of marketing research.
- b) Explain sources of secondary data.
- c) What is descriptive research?
- d) Explain focus and group interview.
- e) Explain limitations of mean.
- f) What are the uses of Chi-square test?

(4x5)

UNIT – I

- II. Explain the concept of marketing research. What are the main advantages of marketing research? (15)
- III. Explain the different types of research. What are their pros and cons? (15)
- IV. Explain different methods of data collection. (15)

UNIT – II

- V. Explain in detail different types of scales for attitude measurement. (15)
- VI. Explain the main features of a good report. (15)
- VII. Explain the measures of central tendency. Which measure is better? (15)

x-x-x