

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons) Winter 2018 – 19 Examination

Semester: 5

Subject Code: 16103302

Subject Name: Marketing Research

Date: 01/11/2018

Time: 10.30 am to 1.00 pm

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**A) Multiple choice type questions. (Each of one mark)****(06)**

1. Research is always starts with _____
 - a) Problem
 - b) Data collection
 - c) Research design
 - d) Sampling
2. Descriptive research design deals with
 - a) Human behavior or Characteristics
 - b) Lab experiments
 - c) Cause and Effect
 - d) All of the above
3. These are the forms of Secondary data except.....
 - a) Books
 - b) Journals
 - c) Report of population statistics
 - d) Field survey
4. This is not a type of report
 - a) Oral report
 - b) Technical report
 - c) Written report
 - d) Journal
5. Nominal scale is used for _____
 - a) Name or label
 - b) Good information
 - c) Order values
 - d) none of the above
6. Stratified sampling is a form of
 - a) Probability sampling
 - b) Non probability sampling

B) Definitions / One-liners / Terms. (Each of one mark)**(06)**

1. What do you mean by Research problem?
2. Give meaning of Secondary data
3. Define Nominal scale
4. Give meaning of Disguise observation
5. Define Sampling
6. Define random Sampling

Q.2 Short Note Questions. (Each of 04 mark)**(12)**

1. Explain techniques of defining research problem
2. Explain sources and advantages of Primary data
3. Explain Nominal scale in detail

Q.3 Answer the following. (Any Three)**(18)**

1. Explain causal research design in detail
2. Explain the limitation of Secondary data in detail
3. Explain Disguise and non disguise observation method in detail
4. Explain Questionnaire design process in detail

Q.4 Answer the following. (Any two)**(18)**

1. Explain research procedure in detail with suitable examples
2. Explain ordinal and interval scale in detail with illustration
3. Explain different steps of Research report in detail