

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons) Winter 2019 – 20 Examination

Semester: 5

Subject Code: 16103302

Subject Name: Marketing Research

Date: 27/11/2019

Time: 10:30 am 01:00pm

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.A Research is a _____ process for gaining the good results
 - a) Systematic
 - b) Complicated
 - c) Forwarding
 - d) Unnecessary
- 2.A Descriptive research design is generally used.....
 - a) To know the human characteristics
 - b) Cause and Effect
 - c) Experimentation
 - d) None of the above
- 3.A Following are the Primary data collection method except
 - a) Observation method
 - b) Telephone survey method
 - c) Questionnaire
 - d) Data of population
- 4.A Sampling means set or subset of _____
 - a) Population
 - b) Sampling
 - c) Target audience
 - d) All of the above
- 5.A Following are the content of research report.....
 - a) Title page
 - b) Letter of Transmittal
 - c) Bibliography
 - d) All of the above
- 6.A Following are the sampling methods
 - a) Snowball sampling
 - b) Cluster sampling
 - c) Stratified sampling
 - d) All of the above

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

1. What do you mean by Marketing Research?
2. What is Research problem?
3. What do you mean by Research design?
4. What is observation method in data collection?
5. What is sampling?
6. What is research report?

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

1. Importance Marketing research
2. Explain Descriptive research design
3. Explain any two Probability sampling methods in detail

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

1. Explain components of MR
2. Explain techniques of defining Research problem
3. Explain difference between primary and secondary data
4. Explain Objectives of Questionnaire design

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

1. What do you mean by MR? explain its process in detail
2. What is research design? Explain its main kinds in detail
3. Explain steps of research report in detail