

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

B.Sc (FD) (2013 to 2017) (Sem.-3)

MARKET RESEARCH

Subject Code : BScFD-308

Paper ID : [A3196]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of FIFTEEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly :

- a) Researcher
- b) Buyer to buyer (B2B) research
- c) Coding
- d) Universe of study
- e) Observation
- f) Data Entry
- g) Customer relationship management
- h) Sampling
- i) Cluster
- j) Dependant variable
- k) Hypothesis

- l) Interview schedule
- m) Range of data
- n) Case study
- o) Brand

SECTION-B

UNIT-I

- Q2. What is consumer behaviour? List down and explain various factors affecting consumer buying behaviour.
- Q3. Elaborate the steps for successful marketing planning and implementation.

UNIT-II

- Q4. What are the differences between quantitative and qualitative market research? Discuss with help of suitable examples.
- Q5. Discuss the significance of market research to small business owners.

UNIT-III

- Q6. What are primary and secondary research techniques? Explain in detail.
- Q7. Discuss the analytical model for market research with suitable examples.