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Total No. of Questions: 07

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

MARKET RESEARCH

Subject Code: BScFD-308

M.Code: 71791

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of FIFTEEN questions carrying TWO marks each.
- 2. SECTION-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. Attempt all questions in brief:

- a) How marketing research is different from market research?
- b) Write short note on research design.
- c) What is focus group interview?
- d) What are the advantages of secondary data?
- e) What do you mean by product development?
- f) What is target marketing?
- g) What are the uses of marketing research in decision making?
- h) What are the methods of collection of secondary data?
- i) Define Attitude.
- j) What are the scaling techniques?
- k) What is Price Research?

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- 1) What do you mean by sales promotion research?
- m) What is copy testing?
- n) What is descriptive research?
- o) What do you mean by hypothesis?

SECTION-B

UNIT-I

- Q2 Explain the different methods of market research and what are its objectives.
- Q3 Explain briefly the elements of advertising research.

UNIT-II

- Q4 Discuss the steps in marketing research process.
- Q5 Explain the probabilistic and non-probabilistic sampling techniques of marketing Research.

UNIT-III

- Q6 Explain the different types of research design
- Q7 Explain the factors determining sample size and sampling errors.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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