

- l) 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.

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