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Roll No.

BCH-504(M1)

B. COM. (H) (FIFTH SEMESTER)

END SEMESTER

EXAMINATION, Jan., 2023

MARKET RESEARCH

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.

(iii) Total marks in each main question are
twenty.

(iv) Each sub-question carries 10 marks.

1. (a) Define Market Research. Also discuss its
scope. (CO1)

(b) Determine the process of Market Research
with an example. (CO1)

(c) Identify and explain different applications
and benefits of marketing research. (CO1)

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(2)

BCH-504(M1)

2. (a) 'The task of defining the research problem often follows a sequential pattern'. Explain. (CO2)
- (b) 'Research design in exploratory studies must be flexible but in descriptive studies, it must minimize bias and maximize reliability'. Discuss. (CO2)
- (c) Outline the concept and purpose of In-depth interviews. (CO2)
3. (a) Differentiate between Cross-sectional and longitudinal research. (CO3)
- (b) 'Scaling describes the procedures by which numbers are assigned to various degrees of opinion, attitude and other concepts'. In light to this statement trace out the concept of scaling and its types. (CO3)
- (c) Sketch out the characteristics of a good questionnaire and also compare open-ended and close-ended questionnaire with the help of examples. (CO3)

(3)

4. (a) 'Trace out the concept of Sampling and also explain various kinds of sampling techniques'. (CO4)
- (b) Draw a comparison between Typel and Type 2 errors. (CO4)
- (c) Write short notes of any *two* from the following : (CO4)
 - (i) Level of confidence
 - (ii) Univariate analysis
 - (iii) Hypothesis
5. (a) Assume you have to compare two related samples in a study ? Which test are you going to use for the same ? Give reason for your answer. (CO5)
- (b) Critically analyse the concept and importance of multivariate analysis in dealing with multiple measurements. (CO5)
- (c) Detail out the some features and advantages of SPSS. (CO5)

BCH-504(M1)

40