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Roll No.

BCH-504(M1)

**B. COM. (H) (FIFTH SEMESTER)
MID SEMESTER EXAMINATION, 2022**

MARKET RESEARCH

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) "A researcher has to work as a judge and derive the truth and not as a pleader who is only eager to prove his case in favour of his plaintiff." Discuss this statement pointing out the objectives of market research. (CO1)

OR

- (b) Enumerate various steps involved in marketing research. (CO1)

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2. (a) Outline the key differences between cross-sectional design and longitudinal design by citing example. (CO2)

OR

- (b) Outline the features of a good questionnaire and also outline its pros and cons. (CO2)
3. (a) "It is never safe to take published statistics at their face value without knowing their meaning and limitations." Elucidate this statement by enumerating and explaining the various points which you would consider before using published data (secondary data). Illustrate your answer by examples. (CO1)

OR

- (b) 'Mere collection of data is not research.' Comment. (CO1)
4. (a) Outline various scaling techniques. (CO2)

OR

- (b) Outline the importance and characteristics of descriptive research. (CO2)

(3)

5. (a) Identify and explain the applications and benefits of marketing research. (CO1)

OR

- (b) Explain focus group and in-depth interview method. (CO1)

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