

Printing Page(s) : 1

Paper Code :DMB-209

Roll No.

--	--	--	--	--	--	--	--	--	--

ADBA-7, BBA-7
2nd Year Examination, Calendar Batch 2016
Section A-Business Economics
Section B-Marketing Research

Time : 3 Hours]

[Max. Marks : 100

Note. (A) Attempt any **five** questions.

(B) Each question carries equal marks. (20*5)

SECTION-A
(Business Economics)

- Q.1** Distinguish between gross and net profits.
- Q.2** What are the major determinants of supply?
- Q.3** Describe the classical theory of Interest.
- Q.4** What are the major characteristics of perfect competitive market?

SECTION-B
(Marketing Research)

- Q.5** Distinguish between primary and secondary data.
- Q.6** What is sampling? Explain different types of sampling.
- Q.7** What are the major characteristics of marketing research?
- Q.8** Explain role and limitations of marketing research? What are the principal purposes of marketing research?