

Question Banks BBA-Vth

Subject- Marketing Research (505) each carry 2.5 marks

UNIT-1 & 2

1. Define marketing research with its nature and scope?
2. What are the importance and role of marketing research?
3. Define the organization of MR department?
4. Write a note on current positions of MR in India? Also mention its limitations
5. Explain the marketing research process?
6. Describe the various steps of marketing research plan?
7. Mention the essential characteristics of good MR?
8. Write a note on marketing research agencies?
9. Highlight the various career opportunities scenario in MR?
10. What are the various users or uses of MR?

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