

English Medium

Instruction :- All Questions carry equal marks.

Q. 1 Define marketing Research and explain its Limitations.

OR

Q. 1 Discuss in detail the contents (Components) of a market research.

Q. 2 What do you mean by the research proposal ? Describe in detail the steps for preparing the same.

OR

Q. 2 Write a note on exploratory and Descriptive Research.

Q. 3 Discuss in detail any three methods of sampling

OR

Q. 3 Explain fully the format for writing the research report.

Q. 4 Write Short Notes :

(a) Characteristics of a good reserarch

(b) Hypothesis

Q. 5 Explain briefly :

(a) Advantages of a product research

(b) Limitations of motivation research.
