

(vi) Universe

(vii) Sample Unit.

2. Define Marketing Research. What is its importance, nature and scope.
3. What is the role of Marketing Research agencies, in the context of MR in India ?
4. Explain the organization of MR Department.
5. Discuss the process of development of Research Proposal. How is it important ?
6. Explain different types of Research designs in detail.
7. Differentiate between Sampling and Non-Sampling Errors.
8. What is the importance of preparation and presentation of Research Report ?

(01/13-II)

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M.B.A. EXAMINATION

(Third Semester)

M-303

MARKETING RESEARCH

Time : Three Hours

Maximum Marks : 70

Note : There are 8 questions in all. Q. No. 1 comprising of seven short answer type questions is compulsory. Students are required to attempt *Five* questions in all.

1. Define the following :

- (i) Product Research
- (ii) Advertising Research
- (iii) Sales and Marketing Research
- (iv) International Marketing Research
- (v) Sample Frame