

BBA- IV Sem-MARKETING RESEACH

List of important question – unit wise

Unit –I

Define Marketing Research and Explain the nature and scope of marketing research.

2 Define discuss Marketing and Explain the role of marketing research in decision making.

3. What is the Research? Discuss the various steps involved in the Marketing

4. What is the Research proposal and How is a research proposal designed.

5. Define and classify various research designed and Explain the difference between exploratory research and conclusion research.

Unit – II

6. What is Primary Data? What are the Advantages and Limitations?

7. Expalin in detail about survey method of collecting primary data.

8. What do you mean by observation method of collecting primary data?

What are the types of observation?

9. Explain detail about Interview method.

10. What precautions are necessary to be taken in designing a good questioner?

Unit – III

11. What is Secondary Data? Explain the various advantages of secondary data.
12. Discuss in detail the process of evaluating secondary data or sources of data
13. What are the various sources of collecting Secondary Data.
14. What is Secondary Data? State its Nature and Characteristics

Unit - IV

15. Define measurement and Scaling. State the objectives of measurements and scaling. Explain the properties of scales.
16. Discuss Thurstone and Likert's scaling techniques using marketing Examples.
17. Distinguish between Thurstone interval scales and semantic differential scale.
18. Define Reliability, Discuss in detail the various methods to measure the reliability of a scale.
19. Define Validity, Discussing details different types validity.
20. Explain the various types of measurement scales with examples.

Unit - V

21. What is Sampling? Write briefly about the various sampling techniques.
22. What is Data Analysis? Discuss its types.
23. What is Z-Test? Explain the procedure for testing the Hypothesis.
24. What is "ANOVA"? What are its assumptions & Applications?
25. What is chi-square (χ^2)? Explain its application, test statistics and assumptions