



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examination (December 2019)

**School: School of Management**

**Program: BBA**

**Course: Marketing Research**

**Course Code: MGT712**

**Semester: III**

**Max Marks: 50**

**Duration: 2 hours**

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**Note:**

- 1. All questions carry equal marks.**
- 2. Attempt any five questions out of following.**
- 3. Suitable examples & diagrammatic presentation are appreciated.**

Q1. Define Marketing Research. And explain its need in decision making process.

Q2. Explain different methods of market research. What are its objectives?

Q3. Describe different steps in research process.

Q4. What is Sampling & types of sample designs?

Q5. Write Short notes on:

1. Data Mining
2. ANOVA
3. Principles of report writing
4. 'Ethics in Marketing research

Q6. Describe different methods of Hypothesis testing.

Q7. Design marketing research process for New Product Development, Design of a Product, Product Testing, Test Marketing of your own choice

