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| **Description: col LOGO outline ST. JOSEPH’S COLLEGE ( AUTONOMOUS), BANGALORE-27**Register Number:DATE: |
| **BBA – V SEMESTER** |
| **END SEMESTER EXAMINATION: OCTOMBER 2023****(Examination conducted in November-December 2023)****BADEM5523: MARKETING RESEARCH** |
| **Time-**  | **2 hr** |  **Max Marks-60** |  |
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**This paper contains two printed pages and four parts**

**Section A**

1. **Answer any Five of the following. 5x2=10**
2. What is market research?
3. State any four characteristics of good questionnaire.
4. What do you mean by literature review?
5. What is the necessity of defining a research problem?
6. What are the precautions to be considered while writing a research report?
7. What are the features of a research design?

**Section B**

1. **Answer any Four of the following: 5x4=20**
2. Explain different types of Market research.
3. Explain how to conduct a literature review during a market research.
4. Discuss the different types of research design in detail.
5. What is research report? Describe the steps in research reporting writing.
6. Write any advantages of collecting data for market research.

**Section C**

1. **Answer any Two of the following: 10x2=20**
2. Elaborate various steps involved in research process in detail.
3. What is sampling? Discuss the different types of probability and non-probability sampling techniques.
4. Explain the primary and secondary methods of data collection for market research.

 **Section D**

 **Answer the following (Compulsory Question) 1x10=10**

1. Imagine you have been appointed as a market Research Analyst for ABC Ltd Company. Your required to collect the data relevant to consumer buying behaviour towards Electives Vehicles in India. In this context your asked to design and prepare a questionnaire with both open-ended and close ended questions. ( Any Ten Questions).