

## SECTION-C

**Note:** Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Explain the merits and demerits of interview method.
- Q.4 Write the essentials of a good questionnaire?
- Q.5 State the various steps used in report writing of a research.
- Q.6 Describe the research process. Also mention its importance in research.
- Q.7 How would you develop a questionnaire for consumer preference of a car? Explain it.

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**4<sup>th</sup> Sem. / DBM (IPM)**

**Subject : Research Methodology**

Time : 3 Hrs.

M.M. : 100

## SECTION-A

**Note:** Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define research.
- b) Ex post facto research.
- c) Meaning of research design.
- d) Structured and unstructured interviews.
- e) Characteristics of a questionnaire.
- f) Give two examples of secondary data.
- g) Define Tabular presentation.
- h) Qualitative research design.
- i) Mail-survey.

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- j) Random sampling.
- k) Define layout in research report.
- l) Sampling errors.
- m) Quota sampling.
- n) Research proposal.
- o) Define 'Footnotes.'
- p) Non-probability sampling.
- q) What is demand potential?
- r) Pictograms

### SECTION-B

**Note:** Short answer type questions. Attempt any ten parts  
10x4=40

- Q.2
- i) Explain the meaning & scope of marketing research.
  - ii) Limitations of marketing research.
  - iii) Define the term research design.

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- iv) Give two examples of primary and secondary data.
- v) Define attitude management and scaling.
- vi) How would you estimate demand potential.
- vii) Write the problems faced by the researcher in research.
- viii) Advantages and disadvantages of observation.
- ix) Distinguish descriptive and exploratory research.
- x) Explain steps in marketing research process.
- xi) What points are kept in mind before making research report?
- xii) Write a note on 'Non-probability sample'.
- xiii) What are independent variables? Give examples.
- xiv) What are unstructured interviews?
- xv) State various types of research.

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