

GUJARAT TECHNOLOGICAL UNIVERSITY**B.VOC - SEMESTER- VI EXAMINATION – SUMMER 2024****Subject Code: 1162201****Date:14-05-2024****Subject Name: Marketing Research****Time:10:30 AM TO 12:30 PM****Total Marks:50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

- Q.1** (a) Define Marketing Research and Explain its objectives. **05**
 (b) Describe the advantages of Marketing Research. **05**
- Q.2** (a) What is secondary data? Discuss its various sources. **05**
 (b) Explain Marketing Research process in detail. **05**
- OR**
- (b) What is research design? Discuss its importance. **05**
- Q.3** (a) Write a note on Primary data collection methods. **05**
 (b) Discuss : Data preparations process. **05**
- OR**
- Q.3** (a) What do you mean by probabilistic sampling? Discuss various probabilistic sampling methods. **05**
 (b) Write a note on types of Marketing Research. **05**
- Q.4** (a) Write a detailed note on non-probabilistic sampling. **05**
 (b) What is Questionnaire? Which points should be considered by researcher while preparing Questionnaire? **05**
- OR**
- Q.4** (a) Define Hypothesis. Explain its importance in Marketing Research. **05**
 (b) Explain Exploratory, Descriptive and Conclusive research design with suitable example. **05**
- Q.5** (a) Write a note on Ethics in Marketing Research. **05**
 (b) Explain the roles of computers in research. **05**
- OR**
- Q.5** (a) What is report writing? How can we prepare an effective report? **05**
 (b) Write a note on effective oral presentation. **05**
