

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC- SEMESTER-VI EXAMINATION – SUMMER 2025

Subject Code:1162201

Date:08-05-2025

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.

		Marks
Q.1	(a) Briefly discuss types of Marketing Research.	05
	(b) If you are in Bata footwear's R&D department and want to conduct research, what limitations would you face?	05
Q.2	(a) Elaborate scope of Research Design.	05
	(b) Write a short note on Hypothesis.	05
	OR	
	(b) Explain: 5 key steps to conduct secondary research effectively.	05
Q.3	(a) What is Marketing Research? Explain objectives of it.	05
	(b) Briefly discuss types of sampling.	05
	OR	
Q.3	(a) According to you, How can any research scholar can write research reports effectively?	05
	(b) Elaborate Marketing Research process.	05
Q.4	(a) What is Primary data? What are different types of Primary data collection methods.	05
	(b) Explain: Non- Probability Sample.	05
	OR	
Q.4	(a) Explain types of Interviews in research.	05
	(b) Explain : Qualitative research	05
Q.5	(a) Write a detail note on Secondary Data sources.	05
	(b) Briefly discuss principles Ethical Research.	05
	OR	
Q.5	(a) How technology is aiding in Research in today's Era.	05
	(b) Elaborate Data preparation process in detail.	05
