

(2)

Unit-II

2. “Management of marketing research can be effective and successful only when there is a coordination between research and management.” Explain marketing research management in this context.

OR

Write short notes on the following :

- (a) Scientific method
(b) Research design

Unit-III

3. What do you mean by Data Collection ? What are the sources of Primary data and Secondary data ? Explain.

OR

What is sampling design ? Explain the types of sampling with suitable examples.

Unit-IV

4. What do you understand by Data Analysis and Processing of Data ? Explain in detail.

OR

What do you mean by report writing ? Write the steps involved in preparing report.

(3)

Unit-V

5. Write a detailed note on applications of marketing research.

OR

Write short notes on the following :

- (a) Advertising research
 - (b) Market segment
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