



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions: (6x5=30)

- I. What is the role of marketing research in marketing decision making?
- II. Discuss and classify survey methods.
- III. Explain the nature and methods of multiple regression analysis and the meaning of partial regression coefficient.
- IV. What is a semantic differential scale? For what purposes is this scale used?
- V. Differentiate Null and Alternative hypothesis with example.
- VI. Draw comparison between focus groups and depth interviews

Q.2. Answer the following questions. (3x10=30)

- I. Explain different techniques of Data analysis when primary data is collected regarding market.
- II. Discuss the nature and scope of data preparation, and the data-preparation process.
- III. Explain general procedure for hypothesis testing in marketing research.