

**Bharati Vidyapeeth  
(Deemed to be University), Pune**

**School of Distance Education**

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		<b>Anmol Soi</b>	
<b>Course:</b>	<b>417</b>	<b>Class:</b>	<b>MBA/EMBA/MBA-HR</b>	<b>Semester:</b>	<b>4th</b>

<b>Subject:</b>	<b>International Market Research (417)</b>
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**Q.1)** Attempt ANY ONE of the Following (1000 Words) **(10)**

- a) Define Marketing research, its nature, importance and scope. Explain its usefulness in a business
- b) What are various types of data collection techniques. How affective questionnaires are framed.

**Q.2)** Attempt ANY TWO of the Following (800 Words) **(12)**

- a) What are types of data analysis methods? How data after analysis is interpreted for affective inference by the managers?
- b) What are probability and non-probability samples and how they are collected and explored.
- c) What is role of International market research in formulation of International marketing strategies.
- d) Marketing research is a very costly process. What efforts can reduce the cost of market research for it to be financially feasible.

**Q.3)** Write Short Notes on (ANY TWO) **(08)**

- a) Null hypothesis.
- b) Convenient and random sampling
- c) Various types of data analysis charts
- d) Time constraint and reluctant response as barriers in Market research.

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