

BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY) PUNE, (INDIA)

SCHOOL OF DISTANCE EDUCATION

M. COM. SEM. I – CBCS 2018 COURSE

SUBJECT.- MARKETING II

NOTE- Answer any TWO ASSIGNMENTS.

ASSIGNMENT NO. 1

Q.1. Explain nature and scope of Marketing Research. (10)

Q.2. Write short note on any ONE. (05)

A) Ethics in marketing research

B) Jobs in marketing research

ASSIGNMENT NO. 2

Q.1. Explain 4 P's of marketing mix. (10)

Q.2. Write short note on any ONE. (05)

A) Limitations of marketing research

B) Causal research

ASSIGNMENT NO. 3

Q.1 What do you mean by hypothesis statement? Explain characteristics of good hypothesis. (10)

Q.2. Write short note on any ONE. (05)

A) Research design

B) Problem formulation
