

Bharati Vidyapeeth
(Deemed to be University), Pune

School of Distance Education

Assignment No.	1	Name of the Assignment Setter:		Dr. Mali A.J.	
Course:	M.Com. CBCS (2018 Course)	Class:	M.Com-I	Semester:	I

Subject:	Marketing-II (Marketing Research)
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) **Explain the nature and importance of marketing research.**
- b) **Explain the marketing research process in detail.**

Q.2) Attempt ANY TWO of the Following (800 Words) (10)

- a) **Jobs in marketing research**
- b) **Casual research**
- c) **Focus groups**
- d) **Ethics in marketing research**

Q.3) Write Short Notes on (ANY TWO) (10)

- a) **Hypothesis statement**
- b) **4P's**
- c) **Skills sets required**
- d) **Depth interview**
