

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

| | | | | | |
|-----------------------|------------|---------------------------------------|---------------------|------------------|------------|
| Assignment No. | | Name of the Assignment Setter: | SAVNEET KAUR | | |
| Course code | 308 | Class: | MBA | Semester: | III |

| | |
|-----------------|---------------------------|
| Subject: | MARKETING RESEARCH |
|-----------------|---------------------------|

Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) What is Marketing Research? Explain its importance.
- b) Discuss the scope of Marketing Research.

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

- a) Discuss the steps in Marketing Research process.
- b) Briefly explain Statistical Software line MS- Excel, SPSS, SAS.
- c) Explain the limitations of Marketing Research.
- d) What is sampling? Explain any three method of sampling.

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

- a) Chi square test
- b) Focus Group Interviews
- c) Marketing Audit
- d) Analysis of Data

* * * * *