

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

Academic year 2025-26

Programme: BBA	Year & Semester: 2 nd Year and 4 th Sem
Course Name: Marketing Research	Course Code: BBD-202-V
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Unit I

Short answer questions

Q.N.	Question	KL
1	Explain the concept of marketing research.	2
2	Explain the scope of marketing research.	2
3	Discuss the characteristics of market research.	2
4	Explain how marketing research is related to other disciplines?	2
5	Describe why marketing research is important in business?	2
6	State the objectives of marketing research.	1
7	Identify the need of market research in business.	1

Long answer questions

Q.N.	Question	KL
1	Enumerate the significance of marketing research in decision making.	2
2	Discuss the various steps involved in the marketing research process using flowchart.	2
3	Discuss the ethical considerations in marketing research.	2
4	Explain the essential steps involved in preparing research proposal.	2
5	Discuss the various types of marketing research.	2

Unit II

Short answer questions

Q.N.	Question	KL
1	Discuss the type I and type II error.	2
2	Explain the concept of null hypothesis.	2
3	Explain the concept of research problem.	2
4	Describe the meaning of research design.	2
5	Discuss the term alternative hypothesis.	2
6	Discuss the scales of measurement with example.	2

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7	Elaborate the meaning of questionnaire.	2
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Long answer questions

Q.N.	Question	KL
1	Discuss the meaning and various types of research design.	2
2	Describe the important points to be considered while designing a questionnaire.	2
3	Explain the term hypothesis and also its types in brief with examples.	2
4	Discuss the four level of measurement scale with example.	2
5	Elaborate the steps involved in process of formulating research problem.	2
6	Explain the various types of research design.	2
7	Differentiate between null hypothesis and alternative hypothesis.	4
8	Describe the various types of scaling techniques in brief.	2
9	Discuss the characteristics of good questionnaire.	2

Unit III

Short answer questions

Q.N.	Question	KL
1	Explain the methods of data collection.	2
2	Enumerate the pros and cons of various tools of data collection.	2
3	State the importance of sample size determination.	1
4	Discuss the concept of sampling error.	2
5	Describe the meaning of data collection.	2
6	Explain concept of tabulation of data.	2
7	Discuss any two sampling techniques.	2
8	Explain the example of two-way table.	2
9	Distinguish between primary data and secondary data.	4

Long answer questions

Q.N.	Question	KL
1	Discuss the various types of sampling. Also state the need of sampling in marketing research.	2
2	Describe the various methods of collecting of primary data and secondary data.	2
3	Distinguish between census and sample with examples.	4

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4	Illustrate the importance of tabulation of data.	3
5	Discuss the need for cleaning of data for analysis.	2
6	Describe the meaning of sampling. Discuss the various types of sampling.	2
7	State the need of sampling in marketing research.	1
8	A company wants to conduct a market survey for a new product. Explain how they should decide on the sample size , and discuss the key factors influencing their decision.	4
9	A researcher is studying customer preferences for online shopping. Which sampling method would you recommend and why?	4

Unit IV

Short answer questions

Q.N.	Question	KL
1	Discuss the concept of confidence intervals	2
2	State the format of research report.	1
3	Describe the meaning of report writing.	2
4	Explain the meaning of dispersion.	2
5	Discuss the concept of outlier.	2
6	Explain the types of report.	2
7	Discuss the concept of hypotheses.	2

Long answer questions

Q.N.	Question	KL
1	Explain the concept of descriptive statistics. Enumerate the measures of central tendency.	2
2	Distinguish between descriptive and inferential statistics.	4
3	Discuss the meaning of hypothesis testing. Describe the various steps involved in the hypothesis testing with example.	2
4	“Preparing and presenting a research report is essential in marketing research.” Comment and explain the format of a research report with example.	4
5	Explain the various types of Reports.	2