P P SAVANI UNIVERSITY

Fourth Semester of B.B.A Examination
May 2022
SMBB2220 Marketing Research for Entrepreneurs

06.05.22, Friday   Time: 09:00 am to 11:30 am   Maximum Marks: 60

Instruction:
1. The question paper comprises of two sections.
2. Section I and II must be attempted in same answer sheets.
3. Make suitable assumptions and draw neat figures wherever required.

Section I

Q1	Answer the Following: (Any five)	[05]
(i)	What is research problem?	
(ii)	Define research.	
(iii)	Give an example where non-probability sampling can be used.	
(iv)	State any two differences between primary and secondary data.	
(v)	State any two uses of business research	
(vi)	Why is literature review done?	
(vii)	What is research design?	
Q2. (a)	Discuss the criteria of a good research?	[05]
Q2. (b)	Explain the process of sampling design.	[05]

OR

Q2. (a)	Explain any one type of research design along with its application	[05]
Q2. (b)	Differentiate between probability and non-probability sampling.	[05]
Q3. (a)	What is scaling? Explain construction of any one type of scale.	[05]
Q3. (b)	Explain first two stages of research process with an example	[05]

OR

Q3. (a)	Discuss the importance of sampling in business research.	[05]
Q3. (b)	Discuss the importance of research in business	[05]
Q4	Write Short Note on: (Any one)	[05]
(i)	Advantages of secondary data	

| (ii) | Limitations of scaling |
| (iii) | Literature Review |

Section II

Q1.	Answer the Following: (Any five)	[05]
(i)	Define Tabulation	
(ii)	State the contents of Report Writing	
(iii)	What do you understand by Bivariate Analysis?	
(iv)	State the different objectives of Data Processing.	
(v)	Define Coding.	
(vi)	State the importance of Research.	
(vii)	Name of the examples of Primary Research	

Q2.	"Analysis, particularly in case of survey or experimental data, involves estimating the values of unknown parameters of the population"- Explain in detail by explaining different types of analysis	[10]

OR

Q2.	Explain in detail the various techniques of Interpretation	[10]

Q3.	"Before the questionnaire gets ready for coding, Tabulation and analysis, it should be checked with respect to its certain features"- Explain with respect to Editing	[10]

OR

Q3.	Explain in detail the various application of statistics in business.	[10]
Q4.	Write Short Note on: (Any one)	[05]
(i)	Layout of Research Report.	
(ii)	Measures of Central Tendency	
(iii)	Correlation	