

2007

**MARKETING AND BUSINESS RESEARCH
METHODOLOGY**

Paper : 206

Full Marks - 70

Time - Three hours

The questions are of equal value.

Answer any *five* questions.

1. Discuss the concepts of Reliability and Validity giving real life example.
2. Discuss the different components of a marketing system. How it is different from marketing decision support system ?
3. What are the basic steps in preparing a questionnaire ? What precautions are to be taken while preparing the same ?
4. Discuss the relative merits and demerits of different attitude measurement scale ?

[Turn over

Describe the various steps in a marketing research process

6. Discuss the circumstances under which longitudinal and cross-sectional design are used.
7. Discuss the relative advantages and disadvantages of primary and secondary data.
8. Discuss the different guidelines for preparing a formal research report.

Outline of Methods:

- /// ~~Methods~~
- /// ~~Reliability~~
- /// ~~Scale~~
- ~~X~~ ~~Attitude & methods~~
- ~~X~~ ~~Sign & color~~
- ~~X~~ ~~Steps in Q~~

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