



QP – 393

V Semester B.B.A. (Aviation Management)
Examination, March/April 2022
(CBCS) (F+R)
(2020-21 and Onwards)

Paper – 5.1 : MARKETING RESEARCH

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in **English**.

SECTION – A

I. Answer **any five** of the following questions.

(5×2=10)

- 1) a) What is Ordinal Scale ?
- b) Give the meaning of Primary data.
- c) What is Quantitative Research ?
- d) What is Research Design ?
- e) Define Research.
- f) What is Arbitrary Scale ?
- g) What is Regression ?

SECTION – B

II. Answer **any three** of the following questions.

(3×6=18)

- 2) What are the objectives of Research ?
- 3) Give a note on Stratified Sample.
- 4) Briefly explain interview method.
- 5) Give a note on Discriminant Analysis.
- 6) What are the types of Reports ?

P.T.O.



SECTION – C

III. Answer **any three** of the following questions.

(3×14=42)

- 7) Describe the different types of Research.
- 8) Why probability sampling is generally preferred in comparison to non probability sampling ?
- 9) Enumerate the different methods of collecting data.
- 10) Briefly explain multiple regression.
- 11) Briefly explain steps in writing report.