B. P. COLLEGE OF BUSINESS ADMINISTRATION
(A Constituent college of Kadi Sarva Vishwavidyalaya)
MID SEM Examination – September – October 2013

Date: 07/10/13 **BBA SEM – V** **Total marks: 60**

Roll No…….. SUB: Advance Marketing Management(BBA29) Duration: 3 hrs

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Q.1   Explain the Marketing research process in brief. **(12)**

Q.2 (A) State the following statements either as TRUE or FALSE. **(06)**
1. Secondary Data never helps in Problem Identification.
2. Published Material is an Internal source of Secondary Data.
3. Distribution is a Service.
4. Market Characteristics are to be found out in Problem identification research.
5. Process is not amongst the seven Ps of service marketing mix.
6. It is not a good situation if the service capacity meets demand.

Q.2 (B) Explain the Classification of Marketing Research Design. **(06)**

OR

Q.2 (B) Briefly discuss Syndicated Sources of Secondary Data. **(06)**

Q.3 (A) Explain questionnaire design process in brief. **(06)**
Q.3 (B) Explain the characteristics of service. **(06)**

OR

Q.3 (A) How will you differentiate between Goods and Services. **(06)**
Q.3 (B) Explain Probability Sampling Techniques. **(06)**

Q.4 (A) Explain Conclusive Research Design in Brief. **(06)**
Q.4 (B) Define and Explain Services. **(06)**

OR

Q.4 (A) Discuss Mail & Internet methods of Interviewing. **(06)**
Q.4 (B) Discuss published secondary data as a type of data collection method. **(06)**

Q.5 (A) Explain Exploratory Research Design in brief. **(06)**
Q.5 (B) Explain Non Probability Sampling Techniques. **(06)**

OR

Q.5 (A) Discuss the criterion to evaluate secondary data. **(06)**
Q.5 (B) Explain Telephonic & Personal Survey Methods in detail.. **(06)**