

Marks: 75

Time: 2.30 hrs

- N.B.: 1. All questions are compulsory.  
2. Figures to right indicate full marks.  
3. All questions carry equal marks.

Q: 1 **Attempt any two from the following:** (15)

1. Write a short note on Basic and Applied Research.
2. Explain characteristics of research.
3. Describe in brief objectives and types of qualitative research.

Q: 2 **Attempt any two from the following:** (15)

1. Describe various types of hypothesis on the basis of level of abstraction.
2. Explain in short various steps of Research Process.
3. What is research design? Enumerate its features.

Q: 3 **Attempt any two from the following:** (15)

1. Describe essentials of sampling.
2. Explain various sources of collection of secondary data.
3. What do you mean by primary data? Enumerate its sources.

Q: 4 **Attempt any two from the following:** (15)

1. What is classification of data? Explain its objectives.
2. What is tabulation? Explain its need.
3. Describe in short layout or structure of research report.

Q: 5 **Read the case carefully and answer the following questions:**

Cureall Pharmaceuticals have prepared a cough syrup for children. The company is well aware that there is a stiff competition in this line of business. It's confident to do well because the syrup has quick action with a no side-effects. The company wants to find out perceived efficiency of the syrup among the consumers. The marketing manager has suggested that a brief feedback questionnaire could be inserted into the carton of the syrup this would be on economical effect to maximize the sample of respondent.

Questions:

- 1) Design a feedback questionnaire which shows the perceived thinking of consumer ? (07)
- 2) Cureall company have prepared which kind of medicine for children? (01)
- 3) In your opinion what are the advantages of this syrup? (01)
- 4) What are the suggestions given by the marketing manager to the company? (03)
- 5) Which kind of data will you collect and How it is advantageous for the company. (03)