

Dr. Anupriya

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Feb 2019

Ph.D -HSS

COURSE CODE: 18B1WHS832

MAX. MARKS:15

COURSE NAME: Marketing Research

COURSE CREDITS: 3

MAX. TIME: 1 hr

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.*

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1. Describe the steps in the marketing-research process. (5 marks)
2. What are the components of a marketing research proposal? (5 marks)
3. What are some differences between a marketing decision problem and a marketing research problem? (5 marks)