

Dr. Anupriya

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- April 2019

Ph.D- HSS

COURSE CODE: 18P1WHS232

MAX. MARKS:25

COURSE NAME: Marketing Research

COURSE CREDITS: 3

MAX. TIME: 1.5 Hour

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*Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. Each question is of 5 marks.*

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1. What are the major purposes for which exploratory research is conducted?
2. Why is descriptive research critical for most research design?
3. What potential sources of error can affect a research design?
4. What are the key advantages of conducting online surveys? Why are response rates to online surveys so low?
5. What is test marketing? What are the major types of test marketing?