



Seat No. : _____

DQ-101

December-2025

IMBA, Sem.-IX

**IMBA in Finance Management (FM) / IMBA in Business Management (BM) /
IMBA in Human Resource and Public Administration (HRPA) / IMBA in
Business Economics and Management (BEM)**

**MBA_M_304/BEM_MBA_M_304/HR_MBA_M_304/FM_MBA_M_304 :
Marketing Research (MR)**

Time : 2:30 Hours]

[Max. Marks : 70

1. Define research and explain the criteria for good research. **14**

2. Explain the steps of business research process with suitable examples. **14**

OR

2. Illustrate any three limitations and any three applications of marketing research. **14**

3. What is exploratory research design? When is it used? Which are the approaches used for conducting exploratory study? **14**

OR

3. Explain the descriptive research design in detail. **14**

4. What is sampling ? Why has it been used ? What are the points to be considered for effective sampling ? **14**

OR

4. Explain the non-probability sampling method in detail with its rationale for use. **14**

5. What is primary data ? How is it different than secondary data ? Which are its limitations ? **14**

DQ-101