



तेजस्वि नावधीतमस्तु  
ISO 9001:2008 & 14001:2004  
NAAC ACCREDITED

# FAIRFIELD Institute of Management & Technology

(Affiliated to GGSIP University, New Delhi)



Grade Institute by DHE, Govt. of NCT Delhi, Affiliated to GGSIP University Delhi  
and Approved by Bar Council of India & NCTE

BBA : IV Semester

Marketing Research

CODE-BBA-206

## OBJECTIVE:

The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing research. It also aims to familiarize

## QUESTIONS

1. Define and discuss the term Marketing Research. What are the stages in the Marketing Research Process?
2. What is sampling? Explain the key factors on which sample size for a survey is based. Discuss the steps through which the sample size for a survey is determined.
3. What is Research Design? Briefly discuss the different types of research designs and their importance in the context of marketing research.
4. Explain Multivariate analysis and briefly discuss the various multivariate techniques which can be used in Marketing Research.
5. Make a visit to any firm/company from your location on which you are associated with and try to study how marketing research activities are being initiated, conducted and implemented in the firm. Report your observations and offer your recommendations accordingly.

## PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

## OUTCOME:

After doing this assignment, students will come to understand the basic concepts of Marketing Research.

## REFERENCE BOOK:

Beri, G.C., (2007), Marketing Research: Research Design, 4th Edition, McGraw Hill Education.