(20519)

Roll No. ....

Total Questions : **13**]

[Printed Pages : **3**

NP–3228

M.I.B. IInd Semester Examination, May-2019

INTERNATIONAL MARKETING RESEARCH

(MIB-205)

Time : 3 Hrs.]

[M.M. : 75

Note :– Attempt all the Sections as per instructions.

Section–A

(Very Short Answer Type Questions)

Note :– Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding **75** words.

1. What do you understand by International Marketing Research ?

NA–202 (1) Turn Over

2. Explain the term research design.

3. What do you mean by data analysis ?

4. Explain the term Primary data.

5. Give the characteristics of a good questionnaire.

Section–B

(Short Answer Type Questions)

Note :– Attempt any *two* questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding **200** words.

6. Write a brief note on International Marketing Information System.

7. Give different concepts used in research design.

8. Discuss the various market opportunity in International level.

Section–C

(Long Answer Type Questions)

Note :– Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

9. What is the need of a research design ? Give the importance of research design.

NA–202 (2)

10. What is Sample size ? How is it determined ?

11. "Processing of data implies editing, coding, classification and tabulation." Describe in brief these four operation in contest of a research study.

12. What is analysis of variance ? Explain the assumptions applied in this technique and discuss its uses.

13. Write short notes on the following :

    (a)   Marketing research process

    (b)   Sales research

    (c)   Random sampling