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SARDAR PATEL UNIVERSITY
B.B.A (SEMESTER V) CBCS EXAMINATION

2017

Wednesday, 15th November

10.00 a.m. to 12.00 p.m.

UM05EBBA01: Advanced Marketing Management

Maximum Marks: 60

Note: 1. Write your answer according to its weightage.

2. Figures to the right indicate full marks of the questions.

Q-1 Define Research Designs. Explain various types of Research Designs in detail. 15

OR

Q-1 Explain Marketing Research process in detail. 15

Q-2 Explain the term Secondary Data. Explain its advantages and disadvantages in detail. 15

OR

Q-2 Explain Questionnaire construction process in detail. 15

Q-3 A What is Hypothesis? Explain difference between null hypothesis and Alternative hypothesis. 07

B A study was conducted to examine whether a recall of milk additive brand from TV commercial is dependent on cognitive development (number of year of schooling) of children. Data collected from a sample of 69 children are given below: 08

Schooling	1 year	2 year	3 year	Total
Brand Recall	05	12	16	33
Recall of additive type	17	12	07	36
Total	22	24	23	69

Use Chi-square test to test the hypothesis that brand recall is independent of cognitive development. (The critical chi-square value for 0.05 is 5.99)

OR

Q-3 A Explain the contents of Reports in detail. 07

B Use CRD for testing the hypothesis whether there is any significant difference in 3 varieties of wheat. Following are per hectare yield for 3 varieties of wheat each grown on 4 plots: 08

Variety of Wheat	Plot 1	Plot 2	Plot 3	Plot 4	Total
A1	06	07	03	08	24
A2	05	05	03	07	20
A3	05	04	03	04	16

(Critical value of F tabulated is 4.26)

Q-4 Explain importance of customer database in modern marketing in detail. 15

OR

Q-4 Explain the concept of customer satisfaction and various ways of its measurement. 15
