

(20519)

Roll No. R180935202015

Total Questions : 13]

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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 ?

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(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.

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(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

NA-202

(3)