

SHRI H K COMMERCE COLLEGE

B.COM : 5TH SEMESTER

ONLINE EXAMINATION 2020

ASSIGNMENT (PAPER)

MARKETING RESEARCH

SOFT-SKILL

1. Explain the scope of Marketing Research. (50)

OR

1. Explain the Importance (Advantage) of Marketing Research

2. Explain the procedure of Marketing Research. (50)

OR

2. Explain the objective of Marketing Research.

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