**Question Bank - BBA SEM 5**

**Sub: Advance Marketing Management**

**Unit -1 Marketing Research Practice**

1. What do you mean by MIS? Discuss and explain components of marketing information system.
2. What is marketing research? Explain the process of marketing research.
3. Define the concept and different type of research design.
4. What is sample and sampling? Define sample importance in research and explain different types of sampling.
5. Define various source of primary and secondary data collection.
6. Explain the different types of question in questionnaire.

**Unit -2 Managing Advertising**