

Dr. SSB UICET, PANJAB UNIVERSITY, CHANDIGARH

CHM-504 B.E. CHEMICAL(MBA) 9<sup>TH</sup> SEMESTER

Time :1.00 Hr Marketing Research And Consumer Behaviour Max.Marks: 30

---

**NOTE:** Attempt all questions. Upload Pdf file only. Time for exam 3pm to 4pm.  
Please upload file by 4.15pm.

---

**Questions**

1. Write in brief about the following: (5 marks each)
    - a. MANOVA
    - b. Ethics in MR
  
  2. Differentiate between (10 marks each)
    - a. Exploratory and Conclusive Research design
    - b. Comparative and non-comparitive scaling
-