

BACHELOR OF BUSINESS ADMINISTRATION
Fifth Semester
Market Research
(BBA – 23B)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions:

1. Draw the flow chart for marketing Research process. Briefly define and discuss the steps involved in marketing research process. (2+8=10)
2. Answer the following: (5+5=10)
 - a) Write about exploratory, descriptive and causal research designs
 - b) Write about classification of measurement scales
3. What is research objective? State few objectives of Research design? (2+8=10)
4. What is primary & secondary data? Distinguish between Primary and Secondary data. (4+6=10)
5. Answer the following: (5+5=10)
 - a) List down various sampling methods used in research.
 - b) Write down the steps involved in presentation of report.
6. Find Mean and Median from the following series (5+5=10)

Marks	0-10	10-20	20-30	30-40	40-50
Frequency	7	5	8	38	42

7. What is correlation? Discuss positive, negative and zero correlation with the help of diagram and examples. Calculate correlation co-efficient from the following data: (1+4+5=10)

X	8	7	7	6	4	6
Y	3	5	6	4	2	8

8. What are the components of time series? Determine 5 yearly moving averages from the following series. (2+8=10)

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Index no	158	147	144	140	141	143	147	154	156	158	160

BACHELOR OF BUSINESS ADMINISTRATION
Fifth Semester
MARKET RESEARCH
(BBA – 23B)

Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Answer the following:

1×20=20

1. As marketing managers and researchers define the problem and set research objectives, they should employ the following type(s) of research:
 - a. Exploratory research alone
 - b. Causal research alone
 - c. Exploratory, Causal and descriptive research
 - d. Descriptive research alone
2. Which of the following is not a method of data collection?
 - a. Questionnaires
 - b. Interviews
 - c. Experiments
 - d. Observation
3. Which of the following is non-probability sampling?
 - a. Purposive sampling
 - b. Random sampling
 - c. Cluster sampling
 - d. Stratified sampling
4. Which of the following term best describes data what were originally collected at an earlier time by a different person for a different purpose?
 - a. primary
 - b. Secondary
 - c. Experimental
 - d. Field notes
5. When numbers are just assigned to phenomena without discrimination, it is a
 - a. Ordinal scale.
 - b. Nominal scale
 - c. Ratio scale
 - d. Interval scale
6. Which of the following are principles of questionnaire construction?
 - a. Consider using multiple methods when measuring abstract constructs
 - b. Use multiple items to measure abstract constructs
 - c. Avoid double-barreled questions
 - d. All of the above
7. What is the first stage of marketing research process?
 - a. Define the research problem
 - b. Collect and analyse the data
 - c. Report the findings
 - d. Implement the research plan
8. Primary data is _____
 - a. Data collected for other purposes
 - b. Collected for specific purpose at hand
 - c. Always collected before secondary data
 - d. Information that already exists

9. If the values of the variables are arranged in ascending order of magnitude the middle term is
 a. mean b. mode c. median d. quartile
10. The value of correlation coefficient lies between,
 a. -1 to +1 b. 0 to 1 c. -1 to 0 d. 2 to 1
11. When one regression coefficient is negative then the other would be
 a. negative b. positive c. 0 d. infinity
12. Variations that occur within a year are known as,
 a. Secular trend b. Seasonal variation
 c. Cyclic variation d. Random variation
13. _____ research is the gathering of primary data by watching people.
 a. Causal b. Experimental c. Survey d. Observational
14. Marketing research is the function that links the consumer, customer and public to the marketer through:
 a. Information b. Sales c. Computer d. All of the above
15. MR stands for:
 a. Medical Research b. Marketing Research
 c. All of the above d. None of the above
16. Information is used to identify and define marketing opportunities and problems; to generate, refine and evaluate _____ actions.
 a. Sales b. Marketing c. Computer d. Database
17. Defining the problem and research objectives is often the _____ step in the research process.
 a. Easiest b. Hardest c. Can't say d. All of the above.
18. Which of the following is not an essential element of report writing.
 a. Research methodology b. Reference
 c. Conclusion d. None of the above
19. What is the median of 36, 72, 49, 45, 60, 33, 61, 72, 52.
 a. 33 b. 52 c. 61 d. 60
20. Which of the following represents major public policy and ethics issues in marketing research?
 a. Intrusion and abuse of c consumer privacy
 b. False claims and pushy sales representatives
 c. Representing database compilation and promotional pitches as pure research
 d. Intrusion on consumer privacy and misuse of research findings.
