REV-00 BBA/12/18

> BBA Fifth Semester Market Research (BBA- 23B)

**Duration: 3Hrs.** 

Part-A (Objective) =20 Part-B (Descriptive) =50 Full Marks: 70

#### (PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

2016/12

### Answer any *four* from *Question no.* 2 to 8 *Question no.* 1 is compulsory.

Briefly define and discuss the steps involved in marketing research process.10
Define primary and secondary research. What are the major methods of doing primary research?
2+8=10
Write about exploratory and descriptive research designs.
5+5=10
How can you define measurement scales? Write about the classification of measurement scales with examples.
2+8 = 10

5) Find Mean and Median from the following series. 5+5=10

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

6) Discuss about types of correlation with the help of diagrams and examples.

Calculate correlation co-efficient from the following data: 4+5=10 7 8 7 6 4 Х 6 Y 3 5 2 6 4 8

# 7) Write about the components of time series? Determine 5 yearly moving

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

averages from the following series.

8) What is research objective? State few research objectives used in market research. 2+8=10

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5+5=10

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# **BBA Fifth Semester Market Research** (BBA-23B)

## **Duration: 20 minutes**

# (PART A - Objective Type)

## I. Choose the correct answer:

1. Dell Computer might want to know a demographic breakdown of how many and what kinds of people or companies will purchase a new model in its personal computer line .It is an example for

c) E-Business. d) All of the above

2. The marketing research process consists of four steps they are sequentially. a)defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting.

b)defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings.

c)All of the above. d)None of the above

3.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 4. When the problem has been defined, the manager and researcher must set a.) Research Principles b) Research objectives c) All of the above d) None of the above 5.A marketing research project might have types of objectives a). Causal b). Descriptive c). Exploratory d). All of the above

2016/12

 $1 \times 20 = 20$ 

Marks - 20

6.A marketing researcher can gather secondary data, primary data, or both.

a) Yes b). No c). May be d). All of the above 7.Primary data consists of information collected

a). Production b) In specific purpose

c). for the specific purpose d). All of the above

8.In collecting primary data, marketing researchers have a choice of \_\_\_\_\_ research instruments.

a). questionnaire b). Mechanical devices

c.) All of the above d). None of the above

9.Different methods give different average which are known as the

- a)Measures of central tendency b)Statistics
- c)Measures of dispersion d) Skewness

10. 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.

11. Variations that occur within a year are known as,

- a) Secular trend b) Seasonal variation
- c) Cyclic variation d) Random variation

12. When numbers are just assigned to phenomena without discrimination, it is a

- a) Ordinal scale. b) Nominal scale.
- c) Ratio scale d) Interval scale

13.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

14. Which of the following is not an essential element of report writing?

- a) Research methodology b) Reference
- c) Conclusion d) None of the above

15.If the values of the variables are arranged in ascending order of magnitude the middle term is

d) quartile b) mode c) median a) mean 16. The value of correlation coefficient lies between, a) -1 to +1 b) 0 to 1 c) -1 to 0 d) 2 to 1 17. What is the median of 36, 72, 49, 45, 60, 33, 61, 72, 52? d) 60 b) 52 c) 61 a) 33 18. What is the first stage of marketing research process? a) Define the research problem b) Collect and analyze the data c) Report the findings d) Implement the research plan 19. The algebraic sum of the deviations from mean is: a)maximum b)minimum d)none of the above c)zero 20. The following equation indicates the relationship among mean, median and mode

- a) mode =  $3 \mod -2 \mod b$ ) mean=  $2 \mod -3 \mod a$
- c) median = 3 mean 2 mode d) none of these

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