

BBA
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 four from Question no. 2 to 8
Question no. 1 is compulsory.

- 1) Briefly define and discuss the steps involved in marketing research process.10
- 2) Define primary and secondary research . What are the major methods of doing primary research? 2+8=10
- 3) Write about exploratory and descriptive research designs. 5+5=10
- 4) 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
Frequency	7	5	8	38	42

- 6) Discuss about types of correlation with the help of diagrams and examples.
Calculate correlation co-efficient from the following data: 4+5=10

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

7) Write about the components of time series? Determine 5 yearly moving averages from the following series. 5+5=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

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

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 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
- a) mean b) mode c) median d) quartile
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 ?
- a) 33 b) 52 c) 61 d) 60
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
c) zero d) none of the above
20. The following equation indicates the relationship among mean, median and mode
- a) $\text{mode} = 3 \text{ median} - 2 \text{ mean}$ b) $\text{mean} = 2 \text{ mode} - 3 \text{ median}$
c) $\text{median} = 3 \text{ mean} - 2 \text{ mode}$ d) none of these
