

**BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER
MARKET RESEARCH
BBA-602**

Duration : 3 hrs.

Full Marks: 70

Time : 20 min.

(PART-A: Objective)

Marks : 20

Choose the correct answer from the following:

1X20=20

1. What are the two types of research data?
 - a. Predictive and quantitative
 - b. Primary and Secondary
 - c. Qualitative and quantitative
 - d. Qualitative and predictive
2. Marketing Research helps in.....
 - a. Identification of problem
 - b. Solution of Problem
 - c. Both (a) & (b)
 - d. Beautification of the problem
3. The first step of Research Process is -----
 - a. Define the problem and research objectives
 - b. Develop the research plan
 - c. Preparation of advertisement copy
 - d. Collect the information
4. Product research covers
 - a. Ascertaining extent of price modification
 - b. Studying the price policy and strategies or the competitor
 - c. Research on causes and extent of customer dissatisfaction
 - d. Measuring advertising effectiveness
5. Pricing policy research is concerned
 - a. Policies regarding discounts
 - b. Policies regarding prices
 - c. Policies regarding allowances
 - d. All of the above
6. research is a formalized process of bringing a small group of people together for an interactive spontaneous discussion on one particular topic or concept.
 - a. Role reversal
 - b. Projective
 - c. Role playing
 - d. Focus group
7. The open ended question means
 - a. It provides only two alternative
 - b. It provides more than five alternatives
 - c. The question does not pose alternatives
 - d. All of the above

8. Primary data can be collected by the
- a. Any investigation or appointed by researcher
 - b. Researcher himself/herself
 - c. Both (a) & (b)
 - d. None of the above
9. Organization of marketing research function is influenced by
- a. Nature of the business
 - b. Size of the firm
 - c. Complexity of the research activities
 - d. All of above
10. Which of the following is the most critical aspect in marketing research process?
- a. Prepare Sources of data
 - b. Determine Information requirement
 - c. Prepare Research Design
 - d. Identify sample size
11. Personal interview should be carried out in
- a. Unstructured way
 - b. Structured way
 - c. Random way
 - d. Straight way
12. A clear definition of the market research project is needed so that
- a. the decision maker is aware of the methods
 - b. an appropriate method for carrying out the research can be chosen
 - c. the researcher is aware of the results
 - d. None of the above
13. Which one of the following can affect market research?
- a. available resources to conduct research
 - b. the objectives of the sponsor
 - c. the decision maker's understanding of the problem
 - d. all of the above
14. Marketing research firms that are involved only in data collection are called
- a. standardized service
 - b. syndicated service firms
 - c. customized service firms
 - d. field service firms
15. Which of the following is not true about the research process?
- a. It is a systematic, planned approach
 - b. It ensures that the stages of the research project will be independent of each other
 - c. It guides the project from conception to the final analysis and presentation of results
 - d. It creates a consistency between the research design and the research purpose
16. To find out the effect of price on sales of a particular brand, the most appropriate research design would be
- a. Exploratory research
 - b. Causal research
 - c. Descriptive research
 - d. Primary research

17. What is a research Design
- a. A way of conducting research that is not grounded in theory.
 - b. The choice between using qualitative or quantitative methods
 - c. The style in which you present your research findings, e.g. a graph.
 - d. A framework for every stage of the collection and analysis of data
18. _____ A research proposal does not generally contain
- a. definition of the problem
 - b. description of the research design
 - c. expected results
 - d. all of the above
19. Sources of marketing information are categorized into two groups-what are they
- a. External sources, internal sources
 - b. Macro environmental sources
 - c. Causal resources
 - d. None of the above
20. Descriptive research can be defined as
- a. a research approach which is used when a researcher needs general insights into a problem
 - b. an approach to determine cause and effect relationships
 - c. a snapshot of some aspect of the marketing environment at a particular point in time
 - d. an approach which isolates all causal factors
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(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

1. What do you mean by Marketing Research? Explain the characteristics of Marketing Research. Mention the scope of Market Research in today's Business Environment. 2+4+4=10
2. Briefly Explain the steps involved in Research Process. Mention the various Functions of Marketing research. 5+5=10
3. What is Research Design? Write a short note on Formulation of Research Problem. 5+5=10
4. Describe the purpose of conducting Research. Explain the Application of Marketing research in today's business world. 5+5=10
5. What do you mean by Descriptive Research? Write any Five differences between Descriptive Research and Explanatory Research. Explain how market research can be used in order to determine distribution channels. 2+5+3=10
6. Explain the various types of Research.
Write Short Note on Pricing Research & Consumer Research 5+5=10
7. What are the Characteristics of research design? Write any Five differences between Qualitative Research and Quantitative Research. 5+5=10
8. What do you mean by experimental research? Briefly mention all the steps involved in the preparation of the Research Report. Mention the various application of descriptive research. 2+5+3=10

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