REV-01 BBA/01/05

2023/08

BACHELOR OF BUSINESS ADMINISTRATION SIXTH SEMESTER [SPECIAL REPEAT] MARKET RESEARCH BBA - 602

SET

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Time: 30 mins.

Full Marks: 70

Marks: 20 1×20=20

Choose the correct answer from the following:

- Personal interview should be carried out in a. Unstructured way
- c. Random way

- b. Structured way
- d. Straight way
- A clear definition of the market research project is needed so that
 - a. The decision maker is aware of the methods
 - c. The researcher is aware of the results
- b. An appropriate method for carrying out the research can be chosen
- d. None of the above
- 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 d. All of the above the problem
- 4. 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
- 5. 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
- It creates a consistency between the research design and the research purpose
- 6. To find out the effect of price on sales of a particular brand, the most appropriate research design would be
 - a. Exploratory research
 - c. Descriptive research
- b. Causal research
- d. Primary research
- 7. What is a research Design
 - a. A way of conducting research that is not grounded in theory.
 - The style in which you present your research findings, e.g. a graph.
- b. The choice between using qualitative or quantitative methods
- A framework for every stage of the collection and analysis of data

8. A research proposal does not generally contain a. Definition of the problem c. Expected results d. All of the above 9. Sources of marketing information are categorized into two groups-what are they a. External sources, internal sources c. Causal resources d. None of the above 10. Descriptive research can be defined as a. an approach which isolates all causal factors c. a snapshot of some aspect of the marketing environment at a particular point in time 11. What are the two types of research data? a. Predictive and quantitative c. Qualitative and quantitative d. Qualitative and problem c. Both (a) & (b) 12. Marketing Research helps in a. Identification of problem c. Both (a) & (b) 13. The first step of Research Process is a. Define the problem and research objectives c. Preparation of advertisement copy d. Collect the information 14. Product research covers a. Ascertaining extent of price modification c. Research on causes and extent of customer dissatisfaction 15. Pricing policy research is concerned a. Policies regarding discounts c. Role playing d. Focus group 17. The open ended question means a. It provides only two alternative c. The question does not pose alternatives d. None of the above deffect relationships a research to determine cause and effect relationships a research approach to determine cause and effect relationships a research approach to determine cause and effect relationships d. Sone of the above D. Primary and Secondary d. Qualitative and problem d. Primary and Secondary d. Qualitative and problem d. Solution of Problem d. Solution of Problem d. Collect the information d. Collect the information d. Measuring advertising effectiveness c. All of the above d. All of the above d. All of the above d. All of the above				
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- 19. 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

- 20. 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

$\left(\underline{\text{Descriptive}}\right)$

Ti	Marks: 50	
	[Answer question no.1 & any four (4) from the rest]	
1.	Briefly Explain the steps involved in Research Process. Mention the various Functions of Marketing research.	5+5=10
2.	Describe the purpose of conducting Research. Explain the Application of Marketing research in today's business world.	5+5=10
3.	Explain the various types of Research. Write Short Note on Pricing Research& Consumer Research	5+5=10
4.	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
5.	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
6.	What is Research Design? Write a short note on Formulation of Research Problem.	5+5=10
7.	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
8.	What are the Characteristics of research design? Write any Five differences between Qualitative Research and Quantitative Research.	5+5=10