

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

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Personal interview should be carried out in
 - a. Unstructured way
 - b. Structured way
 - c. Random way
 - d. Straight way
2. 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
3. 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
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
 - d. 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
 - b. Causal research
 - c. Descriptive research
 - d. Primary research
7. 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

8. _____ 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
9. 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
10. Descriptive research can be defined as
 - a. an approach which isolates all causal factors
 - 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. a research approach which is used when a researcher needs general insights into a problem
11. What are the two types of research data?
 - a. Predictive and quantitative
 - b. Primary and Secondary
 - c. Qualitative and quantitative
 - d. Qualitative and predictive
12. Marketing Research helps in.....
 - a. Identification of problem
 - b. Solution of Problem
 - c. Both (a) & (b)
 - d. Beautification of the problem
13. 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
14. Product research covers
 - a. Ascertaining extent of price modification
 - b. Studying the price policy and strategies of the competitor
 - c. Research on causes and extent of customer dissatisfaction
 - d. Measuring advertising effectiveness
15. Pricing policy research is concerned
 - a. Policies regarding discounts
 - b. Policies regarding prices
 - c. Policies regarding allowances
 - d. All of the above
16. 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
17. 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
18. 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

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

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 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 |

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