

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

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. A true zero point is the feature of Key Points
 - a. Nominal scale
 - b. Ratio scale
 - c. Interval scale
 - d. Ordinal scale
2. scale are used for labelling variables into distinct classifications.
 - a. Ordinal
 - b. Nominal
 - c. Ratio
 - d. Interval
3. Which form of data below can usually be obtained more quickly and at a lower cost than the others?
 - a. Survey research
 - b. Syndicated
 - c. Secondary
 - d. Primary
4. The most common research instrument used is the
 - a. Questionnaire
 - b. Moderator
 - c. Telephone interviewer
 - d. Live interviewer
5. Which of the following is not a type of non-probability sampling?
 - a. Stratified random sampling
 - b. Quota sampling
 - c. Snowball sampling
 - d. Convenience sampling
6. Motivation research is a type of
 - a. Applied research
 - b. Qualitative research
 - c. Quantitative research
 - d. Basic research
7. Pricing policy research is concerned
 - a. Policies regarding discounts
 - b. Policies regarding prices
 - c. Policies regarding allowances
 - d. All of the above
8. 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
9. Research on distribution policies does not include
 - a. Inventory control
 - b. Transport cost
 - c. Storage cost
 - d. None of the above

10. Which type of research would be best suited for identifying which demographic groups prefer diet soft drinks and why they have this preference?
- Exploratory research
 - Descriptive research
 - Experimental research
 - Ethnographic research
11. Which of the following types of research is best suited to develop an understanding of why certain market phenomena occur as they do?
- Casual research
 - Exploratory research
 - Secondary research
 - Descriptive research
12. The teacher's solving everyday problems in schools to improve both student learning and teacher effectiveness. This type of research is called teachers research is an approach designed to develop and improve teaching learning?
- Action research
 - Historical research
 - Exploratory studies
 - None of the above
13. The type of research which includes the study of a past event or causes with the evidence available. For e.g. The Impact of British rule on the Indian education system. It is called.
- Historical research
 - Ex post-fact research
 - Exploratory research
 - Descriptive research
14. In which types of research, the researcher studies the effects of phenomena or cause after it had occurred, having no interference from the researcher.
- Ex-post facto research
 - Descriptive research
 - Both
 - Neither a nor b
15. Which method could a marketing researcher use to obtain information that people are unwilling or unable to provide?
- Focus groups
 - Personal interviews
 - Questionnaires
 - Observational research
16. _____ research explores the effect of one variable on another.
- Exploratory
 - Qualitative
 - Quantitative
 - Casual
17. What is the first step in the marketing research process?
- Developing a marketing information system
 - Developing the research plan for collecting information
 - Defining the problem and research objectives
 - Formulating research hypothesis
18. Survey research is least likely to be conducted through which of the following?
- Observation
 - Person-to-person interactions
 - The telephone
 - The Web
19. Secondary data consists of information
- That already exists somewhere and was collected for another purpose
 - Used by competitors
 - That does not currently exist in an organized form
 - That already exists somewhere and is outdated

20. The rejection probability of Null Hypothesis when it is true is called as
- a. Level of Confidence
 - b. Level of Significance
 - c. Level of Margin
 - d. Level of Rejection

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|---|--------|
| 1. a) Define research. | 2+8=10 |
| b) Explain the qualities of a good research. | |
| 2. a) Write briefly marketing research in the 21st century in Indian context. | 5+5=10 |
| b) Write the steps of research process | |
| 3. a) Describe Descriptive Research. | 5+5=10 |
| b) Explain longitudinal research with one example. | |
| 4. Write short notes on: | 5+5=10 |
| a) Exploratory Research | |
| b) causal research | |
| 5. Explain the types of measurement of Scale. Give example of each type. | 8+2=10 |
| 6. What is sampling? Explain types of probability sampling | 2+8=10 |
| 7. a) Explain types of non probability sampling | 5+5=10 |
| b) Explain about snowball sampling | |
| 8. a) What are the characteristics of hypothesis | 5+5=10 |
| b) What are the scope and application of marketing research | |

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