

**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. What type of research error occurs when the researcher rejects a true null hypothesis?  
a. Type I error  
b. Type II error  
c. Sampling error  
d. Non-sampling error
2. The most common research instrument used is the  
a. Questionnaire  
b. Moderator  
c. Telephone interviewer  
d. Live interviewer
3. Finding solutions of immediate problems in a particular setting without generalisation of findings beyond the situation studied.  
a. Applied research  
b. Action research  
c. Basic Research  
d. Both a and b
4. What is the main advantage of probability sampling over non-probability sampling?  
a. It is quicker and less expensive to implement.  
b. It allows the researcher to target specific groups in the population.  
c. It ensures that the sample is more representative of the population.  
d. It requires a smaller sample size.
5. What type of sampling technique involves dividing the population into subgroups and then randomly selecting participants from each subgroup?  
a. Convenience sampling  
b. Judgmental sampling  
c. Snowball sampling  
d. Stratified sampling
6. Which of the following is NOT a step in the marketing research process?  
a. Data collection  
b. Hypothesis testing  
c. Problem identification  
d. Report writing
7. 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

8. Motivation research is a type of:
  - a. Action research
  - b. Applied research
  - c. Qualitative research
  - d. Basic research
  
9. In which scale of measurement, the categories have a meaningful order, and the intervals between the categories are equal?
  - a. Nominal scale
  - b. Ordinal scale
  - c. Interval scale
  - d. Ratio scale
  
10. A researcher collects data on the level of agreement with a statement using a 5-point scale: "Strongly Disagree," "Disagree," "Neutral," "Agree," and "Strongly Agree." What type of scale is being used?
  - a. Nominal scale
  - b. Ordinal scale
  - c. Interval scale
  - d. Ratio scale
  
11. 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
  
12. Which approach starts with specific observations and moves towards generalizations?
  - a. Inductive
  - b. Deductive
  - c. Experimental
  - d. Correlational
  
13. What is the difference between the terms market research and marketing research?
  - a. Market research is generally used to describe studies of specific sectors, while marketing research refers to testing elements of the marketing mix.
  - b. Market research concerns operational decisions, marketing research does not.
  - c. Market research concerns strategic decisions; marketing research does not.
  - d. None of the above
  
14. The researcher studies the effects of phenomena or cause after it had occurred, having no interference from the researcher. Which type of research is this?
  - a. Descriptive research
  - b. Ex-post facto research
  - c. Both
  - d. Neither a nor b.
  
15. Pricing policy research is concerned
  - a. Policies regarding discounts
  - b. Policies regarding prices
  - c. Policies regarding allowances
  - d. All of the above

16. 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
17. Which of the following is secondary data collection method in marketing research?
- a. Surveys
  - b. Experiments
  - c. Focus groups
  - d. Census data
18. A true zero point is the feature of Key Points
- a. Nominal scale
  - b. Ratio scale
  - c. Interval scale
  - d. Ordinal scale
19. What is the first step in the marketing research process?
- a. Developing a marketing information system
  - b. Developing the research plan for collecting information
  - c. Defining the problem and research objectives
  - d. Formulating research hypothesis
20. Probability sampling is a sampling technique where:
- a. All members of the population have an equal chance of being included in the sample
  - b. Only a specific group of the population is selected for the sample.
  - c. The sample is chosen based on the researcher's judgment and convenience.
  - d. The sample size is determined by the population size.

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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. Discuss emerging trends in market research in the 21st century.                                     | 10     |
| 2. Discuss important steps a researcher needs to undergo for better formulation of a research problem. | 10     |
| 3. Discuss various steps of research process.  | 10     |
| 4. Explore the practical application of marketing research within real-world scenarios.                | 10     |
| 5. Discuss any four types of non probability sampling techniques.                                      | 10     |
| 6. Write the differences between-  | 5+5=10 |
| a) Longitudinal and cross sectional research.  |        |
| b) Inductive and deductive research  |        |
| 7. Discuss any four types of probability sampling.   | 10     |
| 8. Discuss types of measurement of scales with example.  | 10     |

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