BACHELOR OF BUSINESS ADMINISTRATION
Fifth Semester (Repeat)
MARKET RESEARCH
(BBA – 23 B)

Duration: 3Hrs.   **Full Marks: 70**

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.   **Marks: 50**

Answer any *four* from *Question no.* 2 to 8
Question no. 1 is compulsory.

1. Draw the flow chart for marketing Research process. Briefly discuss the steps involved in marketing research process. (10)

2. What is primary & secondary data? Distinguish between Primary and Secondary Data. (4+6=10)

3. What are the components of time series? Determine 5 yearly moving averages from the following series. (2+8=10)

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Index no	158	147	144	140	141	143	147	154	156	158	160

4. Write about population and sample. List down various sampling methods used in research. (4+6=10)

5. Write about exploratory and causal research designs. (5+5=10)

6. What is research objective? State few objectives of Research design. (2+8=10)

7. What is correlation? Discuss positive, negative and zero correlation with the help of diagram and examples. (2+8=10)

8. How can you define measurement scales? Write about the classification of measurement scales with examples. (2+8=10)

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Duration: 20 minutes   **Marks – 20**

(PART A - Objective Type)

I. Choose the correct answer: 1×20=20

1. The marketing research process consists of four steps they are sequentially:

    a) Defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting.

    b) Defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings.

    c) All of the above.

    d) None of the above.

2. Defining the problem and research objectives is often the _____ step in the research process.

    a) Easiest   b) Hardest

    c) Can't say   d) All of the above

3. As marketing managers and researchers define the problem and set research objectives, they should employ the following type(s) of research:

    a) Exploratory research alone.

    b) Causal research alone.

    c) Exploratory, Causal and descriptive research.

    d) Descriptive research alone.

4. Which of the following is not a method of data collection?

    a) Questionnaires   b) Interviews

    c) Experiments   d) Observation

5. Which of the following is non-probability sampling?

   a) Purposive sampling

   b) Random sampling

   c) Cluster sampling

   d) Stratified sampling

6. Which of the following term best describes data what were originally collected at an earlier time by a different person for a different purpose?

   a) Primary

   b) Secondary

   c) Experimental

   d) Field notes

7. Primary data consists of information collected:

   a) Production

   b) In specific purpose

   b) For the specific purpose

   d) All of the above

8. In collecting primary data, marketing researchers have a choice of _____ research instruments.

   a) Questionnaire

   b) Mechanical devices

   c) All of the above

   d) None of the above

9. Different methods give different average which are known as the

   a) Measures of central tendency

   b) Statistics

   c) Measures of dispersion

   d) Skewness

10. Variations that occur within a year are known as:

    a) Secular trend

    b) Seasonal variation

    c) Cyclic variation

    d) Random variation

11. When numbers are just assigned to phenomena without discrimination, it is a:

    a) Ordinal scale

    b) Nominal scale

    c) Ratio scale

    d) Interval scale

12. Information is used to identify and define marketing opportunities and problems; to generate, refine and evaluate _____ actions.

    a) Sales

    b) Marketing

    c) Computer

    d) Database

13. If the values of the variables are arranged in ascending order of magnitude the middle term is:

   a) Mean   b) Mode   c) Median   d) Quartile

14. The value of correlation coefficient lies between:

   a) -1 to +1   b) 0 to 1   c) -1 to 0   d) 2 to 1

15. What is the median of 36, 72, 49, 45, 60, 33, 61, 72, 52?

   a) 33   b) 52   c) 61   d) 60

16. Which of the following is not an essential element of report writing?

   a) Research methodology   b) Reference

   c) Conclusion   d) None of the above

17. Dell Computer might want to know a demographic breakdown of how many and what kinds of people or companies will purchase a new model in its personal computer line. It is: an example for

   a) Market research   b) Computers

   c) E-Business   d) All of the above

18. What is the first stage of marketing research process?

   a) Define the research problem   b) Collect and analyze the data

   c) Report the findings   d) Implement the research plan

19. The algebraic sum of the deviations from mean is:

   a) maximum   b) minimum

   c) zero   d) none of the above

20. The following equation indicates the relationship among mean, median and mode:

   a) Mode = 3 median – 2 mean   b) Mean= 2 mode – 3 median

   c) Median = 3 mean – 2 mode   d) None of these

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