

# END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2012

**Paper Code: BBA206**

**Subject: Marketing Research**

**BBA(B&I)206**

**BBA(TTM)206**

**BBA(MOM)206**

**Time : 3 Hours**

**Maximum Marks :75**

**Note: Q.no.1 is compulsory. Attempt one question from each unit.**

- Q1 Write short notes on **any five** of the following:- (15)
- (a) Simple Random Sample and Systematic Random Sample
  - (b) Stratified Random Sample and Cluster Sample
  - (c) Steps in Questionnaire Design
  - (d) Relationship between mean, median and mode.
  - (e) Univariate and bivariate analysis
  - (f) Hypothesis testing

## UNIT-I

- Q2 Define marketing research. Explain, with suitable examples, the applications of marketing research at the various stages of the marketing management process. (15)
- Q3 (a) Describe different types of research design and the basic purpose of each. (7.5)
- (b) Briefly describe the different sources of experimental errors. (7.5)

## UNIT-II

- Q4 (a) Design a Likert scale for measuring people's attitude towards blood donation. (7.5)
- (b) Discuss problems encountered in attitude measurement. (7.5)
- Q5 Explain various steps in sampling process. What are the various advantages and limitations of sampling? (15)

## UNIT-III

- Q6 Define Primary Data and Secondary Data. Explain various methods of collection of primary data with their advantages and limitations. (15)
- Q7 Explain with suitable examples the process of data editing, coding and tabulation. What are the various problems in editing? (15)

## UNIT-IV

- Q8 Explain various types of research reports. Briefly suggest a set of guidelines for effective report writing. (15)
- Q9 Suggest the conditions under which one-way ANOVA and Chi-square test would be conducted. Explain with suitable examples the application of cluster analysis, multidimensional analysis and conjoint analysis. (15)