

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-JUNE 2015

Paper Code: [BBA/TTM/B&I/MOM]-206

Subject: Marketing Research

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q.no.1 which is compulsory.
Select one question from each unit.

- Q1 Explain **any five** of the following with suitable examples: **(5x3=15)**
- (a) Exploratory research design.
 - (b) Importance of defining the research problem.
 - (c) Population, sampling frame, sampling unit and sampling element.
 - (d) Likert versus semantic differential scale.
 - (e) Advantages of observation as a data collection method.
 - (f) Measures of central tendency and dispersion.
 - (g) Factor analysis.

UNIT-I

- Q2 Explain the role of marketing research in designing and implementing successful marketing programmes. Give suitable examples.. **(15)**
- Q3 Discuss the advantages and disadvantages of using experimental designs and explain the various sources of errors in experimental methods. **(15)**

UNIT-II

- Q4 (a) Explain the factors that must be considered in sample size determination. **(7.5)**
(b) Clearly explain the steps involved in selecting a sample using (i) systematic random sampling and (ii) cluster sampling **(7.5)**
- Q5 Explain the characteristics of the four types of measurement scales and indicate the statistical analysis techniques that can be used for each. **(15)**

UNIT-III

- Q6 Describe the process of designing a questionnaire and suggest guidelines that must be followed at each step. **(15)**
- Q7 Write short notes on the following:-
(a) Benefits and limitations of using secondary data **(7.5)**
(b) Data editing and coding **(7.5)**

UNIT-IV

- Q8 Describe in detail the steps involved in hypothesis testing. Use a suitable example to illustrate your answer. **(15)**
- Q9 Describe the typical format for a research report and suggest a set of guidelines for report writing. **(15)**