(Please write your Exam Roll No.)   Exam Roll No. ....

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY JUNE - 2014

Paper Code: BBA206	**Subject: Marketing Research**
BBA(B&I)206	
BBA(TTM)206	
BBA(MOM)206	

Time : 3 Hours   **Maximum Marks :75**

Note: Attempt any five questions including Q. no1 which is compulsory. Attempt one question from each unit. All questions carry equal marks.

Q1   Explain the following-   (5x3=15)
   (a) Types of Research Design
   (b) Types of Non Probability Methods of Sampling.
   (c) Formation of Research Problem.
   (d) Cluster Analysis
   (e) Conjoint Analysis

UINT-I

Q2   What do you mean by Marketing Research? Briefly describe the different steps involved in a Marketing Research Process?   (15)

Q3   (a) Briefly Explain the Sources of potential errors in experiments?   (5)
   (b) Define Marketing Information System?   (5)
   (c) Explain objectives of Marketing Research?   (5)

UNIT-II

Q4   (a) What do you mean by Sampling Designs? Describe the various steps involved in the Sampling Process?   (9)
   (b) Define Measurement? Explain Briefly Measure sources of errors in Measurement?   (6)

Q5   (a) Explain Different Types of Scales?   (5)
   (b) What do you understand by "Attitude"? Explain the main components of Attitude.   (5)
   (c) Explain briefly Criteria for a Good Scale?   (5)

UNIT-III

Q6   (a) Define Questionnaire? Explain the steps of Designing Questionnaire?   (10)
   (b) Explain briefly problems in Editing?   (5)

Q7   (a) What are the different aspects of the Interviewer's Tasks?   (5)
   (b) Explain various Sources of Secondary Data?   (5)
   (c) What are the Measures of Central Tendency?   (5)

UNIT-IV

Q8   (a) What do you mean by Research Reports? Explain criteria for Evaluating of Research Report.   (7.5)
   (b) Explain various steps for Writing a Research Report?   (7.5)

Q9   (a) What is CHI-SQUARE Test? What are its uses?   (7.5)
   (b) What is Regression Analysis? How is Regression Analysis useful in Marketing Research?   (7.5)

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