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)**

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