

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY- JUNE 2017

Paper Code: BBA -206

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.
Select one question from each unit.**

- Q1 (a) Indicate true/false (8)
- Type I error occurs when we reject true null hypothesis
 - Ratio scale has arbitrary zero point.
 - Non probability sampling does not provide equal chance to each element.
 - Quota sampling is a probability sampling technique.
 - Literature review is done on the basis of hypothesis framed.
 - Guttman scale is answered in Yes and No response format.
 - Research design minimize bias and maximize reliability
 - In exploratory research design we explore current status of a research/person/event.
- (b) Write short notes on **any three:-** (15)
- Determining the Sample Size
 - Types of Hypothesis
 - Measures of Dispersion
 - Observation Techniques
 - Attitude Scales

UNIT-I

- Q2 What are the aims and objectives of marketing research? What are the steps involved in the research process? (13)
- Q3 What is the value of information collected through research in decision making? How experimental errors can distort the decisions taken? Explain with example.(13)

UNIT-II

- Q4 What is sampling? What are the advantages of sampling? Also state its limitations. How these limitations can be removed? (13)
- Q5 What are the types of measurement scale? Discuss their usage with relevant examples. (13)

UNIT-III

- Q6 What are the sources of data collection? Explain in detail. (13)
- Q7 What do you understand by sample design? What are its various types? (13)

UNIT-IV

- Q8 What are the steps involved in writing a research report. Give the sample of a research report. (13)
- Q9 Write short notes on following:- (6.5x2=13)
- Factor analysis
 - Conjoint Analysis