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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