

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –Marketing Research

Course Code - BBA605M

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Answer all the questions. Each question carry one mark.

9. 1. Questionnaire is a :

Mark only one oval.

- Research method
- Measurement technique
- Data analysis technique
- Tool for data collection

10. 2. _____ conducts a population census throughout the country every 10 years and brings out the demographic data.

Mark only one oval.

- Registrar General of India
- Registration General of India
- Registrar Group of India
- Registration Group of India

11. 3. One of important source of Secondary Data is NSS, which was set up by the Government of India in India in the Ministry of Planning in 1950. NSS is:

Mark only one oval.

- National Sampling Survey
- National Sample Survey
- National Sample Source
- National Sample Statistics

12. 4. Collecting data from several respondents at a certain point of time once is an example of

Mark only one oval.

- Longitudinal research design
- Cross sectional research design
- Both Longitudinal research design and Cross sectional research design
- None of these

13. 5. Compared to collection cost of secondary data, primary data is

Mark only one oval.

- More expensive
- Approximately the same cost
- Less expensive
- None of these

14. 6. Which of the following is the conclusive research design?

Mark only one oval.

- Exploratory Research
- Causal Research
- Both of Exploratory Research & Causal Research
- None of these

15. 7. All the 50 employees of an office were interviewed to find out their job satisfaction. This sample is called

Mark only one oval.

- Heterogeneous Sample
- Universe Sample
- Random Sample
- Convenience Sample

16. 8. Depth interviews should be conducted

Mark only one oval.

- by telephone
- personally
- by mail
- over internet

17. 9. Sue wanted to research parental attitudes to toy advertising so she invited six mothers to get together, watch some carefully selected adverts and then discuss them. She asked them some questions but mainly just encouraged them to talk. Which research technique was she using?

Mark only one oval.

- case study
- survey
- focus group
- Observation

18. 10. In contrast to marketing researchers, management decision makers are more focused on

Mark only one oval.

- Scientific and technical analysis of emerging phenomenon
- Market performance
- Proactive research
- Long-term strategic investigation of marketplace

19. 11. The most common research instrument used in marketing research is the

Mark only one oval.

- Questionnaire
- Moderator
- Telephone interviewer
- Mechanical device

20. 12. Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behavior. What techniques can not be applied to obtain qualitative research?

Mark only one oval.

- Observation
- In depth interviews
- Focus groups
- Survey

21. 13. is called pre-assumption of the expected result of the research

Mark only one oval.

- Expenditure
- Hypothesis
- Research problem
- None of these

22. 14. Which of the following is not method of exploratory research design

Mark only one oval.

- Expert survey
- Secondary data
- Qualitative interview
- Structured observation

23. 15. Which of the following determines how representative a sample is of a population?

Mark only one oval.

- The size of the sample
- The sampling company from which the sample is acquired
- The sample plan
- The size of the sample relative to the size of the population

24. 16. A _____ is the aggregate of all the elements that share some common set of characteristics and that comprise the universe for the purposes of the marketing research problem.

Mark only one oval.

- sample
- parameter
- population
- statistic

25. 17. Cause and effect research comes under which research type?

Mark only one oval.

- Exploratory
- Descriptive
- Causal
- None of these

26. 18. _____ is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization

Mark only one oval.

- The marketing information system
- Marketing intelligence
- Marketing research
- Causal research

27. 19. The marketing research process consists of several steps. Which of the following is not one of these steps?

Mark only one oval.

- Evaluating the competitor strategies
- Developing the research plan for collecting information
- Defining the problem and research objectives
- Collection of data

28. 20. In _____, there is a gathering of six to ten people who are invited to spend a few hours with a skilled moderator in order to discuss a service, product, organization or any other marketing entity.

Mark only one oval.

- Ethnographic research
- Focus Group research
- Survey Research
- None of these

29. 21. In a _____, the population is divided into mutually exclusive groups and random samples are drawn from each group.

Mark only one oval.

- Simple random sample
- Stratified random sample
- Cluster Sample
- None of these

30. 22. The _____ is the range into which the true population parameter will fall, assuming a given level of confidence.

Mark only one oval.

- Confidence interval
- Significance level
- Significance interval
- Population interval

31. 23. A member of the population is called

Mark only one oval.

- Group
- Census
- Sample
- Element

32. 24. In which sample population is divided into different strata and sample is taken from different strata?

Mark only one oval.

- Quota Sampling
- Snow ball sampling
- Stratified sampling
- Purposive Sampling

33. 25. Exploratory studies are particularly useful when researchers _____

Mark only one oval.

- seek to describe a population's parameters based on the characteristics of a sample
- seek to evaluate changes in attitudes over time
- lack a clear idea of the study's problems
- seek to test specific hypotheses

34. 26. Which of the following is a non – probability sampling?

Mark only one oval.

- Simple Random Sampling
- Judgement Sampling
- stratified sampling
- cluster sampling

35. 27. Which is a probability based sampling method?

Mark only one oval.

- Stratified Sampling
- Snowball Sampling
- Quota Sampling
- Judgement Sampling

36. 28. Secondary data cannot be obtained from

Mark only one oval.

- Trade journals
- Government Reports
- Yellow Pages
- Surveys

37. 29. What is secondary data?

Mark only one oval.

- data that has already been published
- extra data
- unreliable data
- back-up data

38. 30. What is the list or database that a researcher uses to select people to be surveyed called?

Mark only one oval.

- sampling frame
- random sample
- research directory
- relational database

39. 31. When the research objectives of a study is to gain background information and to clarify the research problems to create hypotheses, it is generally referred to as

Mark only one oval.

- Exploratory research design
- Descriptive research design
- Experimental research design
- Causal research design

40. 32. Which form of data below can usually be obtained more quickly and at a lower cost than the others?

Mark only one oval.

- Primary
- Secondary
- Survey research
- Experimental research

41. 33. Your assistant wants to use secondary data exclusively for the current research project. You advise him that the use of secondary data has some potential problems. Which of the following is not one of them?

Mark only one oval.

- It may not be current
- It may not be useable
- It may not be relevant
- It is generally more expensive to obtain than primary data

42. 34. Which form of marketing research is flexible, allows for explanation of difficult questions, and lends itself to showing products and advertisements?

Mark only one oval.

- Personal interviewing
- Observational research
- Online interviewing
- Phone interviewing

43. 35. Which type of research would be best suited for identifying which demographic groups prefer diet soft drinks and why they have this preference?

Mark only one oval.

- Exploratory research
- Descriptive research
- Experimental research
- Survey research

44. 36. T“Will increase in the service staff be profitable?” Is an example of.....

Mark only one oval.

- Exploratory
- Causal
- Descriptive
- None of the above

45. 37. Interview is an example of which data?

Mark only one oval.

- Primary
- Secondary
- Tertiary
- None of these

46. 38. The existing company information is an example of which data?

Mark only one oval.

- Primary
- Secondary
- sample
- split

47. 39. In _____ each element in the population has a known and equal probability of selection

Mark only one oval.

- Quota sampling
- Stratified sampling
- Snowball sampling
- Convenience sampling

48. 40. Following is a correction for overestimation of the variance of a population parameter

Mark only one oval.

- Finite population correction
- Infinite population correction
- Finite sample correction
- Finite parameter correction

49. 41. A summary description of characteristics or measure of the sample is known as

Mark only one oval.

- Population
- Sample
- Statistic
- Parameter

50. 42. _____ provides diagnostic information about how and why we observe certain effects in the marketplace, and what they mean to marketers?

Mark only one oval.

- Marketing information
- Marketing data
- Marketing insights
- None of the above

51. 43. The objective of _____ research is to gather preliminary information that will help define the problem and suggest hypotheses

Mark only one oval.

- Exploratory
- Descriptive
- Causal
- Primary

52. 44. Which of the following is most likely to be an example of secondary data?

Mark only one oval.

- completed questionnaires
- customer conversations on a website
- interview tapes
- a bought-in market research report

53. 45. A contract between the researcher and decision makers is known as

Mark only one oval.

- Research Proposal
- Research statement
- research directory
- Research sample

54. 46. Qualified observations of events and developments in the marketing environment' is called

Mark only one oval.

- Marketing intelligence
- Marketing insight
- Marketing Directory
- Marketing observation

55. 47. Data available within the organisation for which the research is being conducted is called

Mark only one oval.

- Internal data
- In-house data
- Panel data
- Primary data data

56. 48. Research techniques that seek to quantify data and, typically, apply some form of measurement and statistical analysis.

Mark only one oval.

- Quantitative Research
- Qualitative Research
- Secondary research
- Primary Research

57. 49. A discussion conducted by a trained moderator in a non-structured and natural manner with a small group of participants.

Mark only one oval.

- focus group
- structured interview
- unstructured interview
- Personal interview

58. 50. The aggregate of all the elements, sharing some common set of characteristics, that comprise the universe for the purpose of the marketing research problem

Mark only one oval.

- population
- census
- sample
- none of these

59. 51. In _____ the sample is chosen by selecting a random starting point and then picking every *i*th element in succession from the sampling frame.

Mark only one oval.

- systematic sampling
- Stratified sampling
- cluster sampling
- simple random sampling

60. 52. Of the following sampling methods, which is a probability method?

Mark only one oval.

- Judgement
- Quota
- Simple random
- Convenience

61. 53. Increasing the sample size has the following effect upon the sampling error?

Mark only one oval.

- It increases the sampling error
- It reduces the sampling error
- It has no effect on the sampling error
- None of the above

62. 54. Sample is regarded as a subset of?

Mark only one oval.

- Data
- Set
- Distribution
- Population

63. 55. An experienced individual selects the sample based on his or her judgment about some appropriate characteristics required of the sample member in _____.

Mark only one oval.

- Judgment (purposive) sampling
- Snowball Sampling
- Quota Sampling
- simple random sampling

64. 56. Information collected from online databases is an example of _____ data.

Mark only one oval.

- Primary
- Secondary
- Experimental
- Observational

65. 57. Judgment sampling is an example of

Mark only one oval.

- Probabilistic sampling
- Nonprobabilistic sampling
- Simple random sampling
- Systematic sampling

66. 58. Primary data is _____.

Mark only one oval.

- Always collected before secondary data
- Collected for the specific purpose at hand
- Information that already exists
- Data collected for other purposes

67. 59. Which of the following is considered as Problem solving research

Mark only one oval.

- Segmentation research
- Market-potential research
- Market-share research
- Market-characteristics research

68. 60. Which of the following is considered as Problem identification research

Mark only one oval.

- Product research
- Pricing research
- Promotion research
- Market-potential research

69. 61. Secondary data consists of information _____.

Mark only one oval.

- That already exists somewhere and was collected for another purpose
- Used by competitors
- That does not currently exist in an organized form
- That already exists somewhere and is outdated

70. 62. A complete enumeration of the elements of a population or study objects is known as

Mark only one oval.

- Census
- Sample
- Parameter
- Statistic

71. 63. The first step of sampling design process is

Mark only one oval.

- Define the target population
- Determine the sampling frame
- Select a sampling technique
- Determine the sample size

72. 64. A _____ when some of the participants included in the sample simply do not respond.

Mark only one oval.

- non-response error
- response error
- acceptance error
- rejection error

73. 65. The variation between the information needed for the marketing research problem and the information sought by the researcher is known as

Mark only one oval.

- Surrogate information error
- Measurement error
- Population definition error
- Sampling frame error

74. 66. Companies that collect and sell common pools of data designed to serve information needs shared by a number of clients

Mark only one oval.

- syndicated services
- panel services
- data services
- none of the above

75. 67. An error that can be attributed to sources other than sampling and that can be random or nonrandom is known as

Mark only one oval.

- Random sampling error
- Non-sampling errors
- Sampling errors
- Researcher errors

76. 68. The error arising because the particular sample selected is an imperfect representation of the population of interest is known as

Mark only one oval.

- Random sampling error
- Non-sampling errors
- Sampling errors
- Researcher errors

77. 69. Which of the following is not a characteristic of exploratory research

Mark only one oval.

- Information needed is clearly defined
- Research process is flexible
- Samples are small
- Data analysis can be qualitative or quantitative

78. 70. Which of the following is not a exploratory method?

Mark only one oval.

- Expert surveys
- Qualitative interviews
- Unstructured observations
- Structured observations

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