

# Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Marketing Research

Course Code - BBA605M\_BBA605M(BL/OLD)

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Answer all the questions. Each question carry one mark.

9. 1. Research is

*Mark only one oval.*

Searching again and again

Measurement technique

Working in a scientific way to search for truth of any problem

None of these

10. 2. \_\_\_\_\_ research is the gathering of primary data by watching people

*Mark only one oval.*

- Informative
- Observational
- Experimental
- Causal

11. 3. A..... is written account of the plan for the research project

*Mark only one oval.*

- Research design
- Research proposal
- Hypothesis
- All of these

12. 4. The null hypothesis is

*Mark only one oval.*

- which is to be disprove
- H<sub>0</sub>
- Both of which is to be disprove And H<sub>0</sub>
- None of these

13. 5. The research which is “unstructured, qualitative, highly flexible “ is called as

*Mark only one oval.*

- Causal
- Exploratory
- Descriptive
- None of these

14. 6. Which of the following is an advantage of stating of HYPOTHESIS?

*Mark only one oval.*

- It forces researcher to think deeply and specifically about the possible outcome of study
- It simplifies the study
- None of these
- All of these

15. 7. Alternative hypothesis is trade in India.

*Mark only one oval.*

- H0
- Ha
- Which shows positive relationship between the variables
- Both Ha and Which shows positive relationship between the variables

16. 8. Interview is an example of which data?

*Mark only one oval.*

- Primary
- Secondary
- Both of Primary and Secondary
- None of these

17. 9. Main drawback of primary data is?

*Mark only one oval.*

- Biasness
- sample design
- Research problem
- all of these

18. 10. .... usually is a list of population members to obtained a sample

*Mark only one oval.*

- Sample
- Sampling Frame
- Sampling
- All of these

19. 11. Convenience sampling is an example of

*Mark only one oval.*

- Probabilistic sampling
- Stratified sampling
- Nonprobabilistic sampling
- Cluster sampling

20. 12. Which of the following is an example of nonprobabilistic sampling?

*Mark only one oval.*

- Simple random sampling
- Stratified simple random sampling
- Cluster sampling
- Judgment sampling

21. 13. Your colleague is confused about using the marketing research process, as he knows that something is wrong but is not sure of the specific causes to investigate. He seems to be having problems with \_\_\_\_\_, which is often the hardest step to take.

*Mark only one oval.*

- Selecting a research agency to help
- Defining the problem and research objectives
- Developing the research plan
- Determining a research approach

22. 14. .... is kind of prelude to the end result one hopes to achieve and therefore it requires considerable thoughts

*Mark only one oval.*

- Hypothesis
- Expenditure
- Research problem
- None of these

23. 15. In qualitative research proposal you would not expect to see a

*Mark only one oval.*

- Research questions
- Research rim
- Hypothesis
- Operational definition

24. 16. 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

25. 17. A company manufacturing a seasonal product looks for

*Mark only one oval.*

- Immediate weather report
- Time series data on weather
- Market data
- None of these

26. 18. Depth interviews should be conducted

*Mark only one oval.*

- by telephone
- personally
- by mail
- over internet

27. 19. What is a "test market"?

*Mark only one oval.*

- a smaller version of a whole market
- a prototype product
- a new shop
- a form of sales promotion



28. 20. 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

29. 21. Problem identification research is undertaken to

*Mark only one oval.*

- Help identify problems that are not apparent on the surface and yet exist or may exist in the future
- Develop clear, concise marketing segments
- Help solve specific research problems
- Establish a procedure for development of primary research plan

30. 22. 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

31. 23. Which of the following is not a projective technique

*Mark only one oval.*

- Pictorial construction
- Role plays
- Word association test
- In-depth interview

32. 24. Causal research is used to \_\_\_\_\_

*Mark only one oval.*

- Describe marketing problems or situations
- Find information at the outset in an unstructured way
- Test hypotheses about cause-and-effect relationships
- Quantify observations that produce insights unobtainable through other forms of research

33. 25. The most common research instrument used is the

*Mark only one oval.*

- Questionnaire
- Moderator
- Telephone interviewer
- Mechanical device

34. 26. In marketing research, the \_\_\_\_\_ phase is generally the most expensive and most subject to error.

*Mark only one oval.*

- Interpreting and reporting the findings
- Exploratory research
- Data collection
- Data validation

35. 27. Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behavior. What techniques can be applied to obtain qualitative research?

*Mark only one oval.*

- Elicitation interviews
- One to one interviews
- Focus groups
- All of these

36. 28. "What new product should be developed" is an example of .....??

*Mark only one oval.*

- Causal
- Exploratory
- Descriptive
- None of these

37. 29. .... is called pre-assumption of the expected result of the research

*Mark only one oval.*

- Expenditure
- Hypothesis
- Research problem
- None of these

38. 30. A..... is written account of the plan for the research project.

*Mark only one oval.*

- Research design
- Research proposal
- Hypothesis
- All of these

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