BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – BBA(DM)-2021
Course Name – Market Research
Course Code - BBADMC403
(Semester IV)

Full Marks : 60   **Time : 2:30 Hours**
[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Identify which of the following is/are a component(s) of a Market Research Report.

   a) Title   b) Executive Summary
   c) Sample & Methodology   d) All the above

(ii) Which of the following best describes the purpose of market research?

   a) To promote a product or service   b) To create new products or services
   c) To gain insights into customer preferences,   d) To sell more products or services
      behavior, and trends

(iii) Select the most common source of secondary data:

   a) Interviews   b) Surveys
   c) Government reports   d) Focus groups

(iv) Identify the type of research that involves studying the relationship between two or more variables:

   a) Descriptive research   b) Exploratory research
   c) Causal research   d) Secondary research

(v) Identify the type of research that involves collecting data through observation of participants in their natural environment:

   a) Survey research   b) Observation research
   c) Secondary research   d) Case study research

(vi) Select the type of research that involves studying a phenomenon in-depth to gain a deep understanding of it:

   a) Descriptive research   b) Exploratory research
   c) Causal research   d) Secondary research

(vii) _____ refers to the number of elements to be included in the study.

   a) Sample size   b) Sample statistic
   c) Sample frame   d) Sample quota

(viii) Define a null hypothesis:

a) A statement that predicts the relationship between the independent and dependent variables

b) A statement that describes the research questions that will be answered in the study

c) A statement that outlines the procedures that will be followed in the study

d) A statement that there is no relationship between the independent and dependent variables

(ix) Explain what a sample size is in marketing research.

a) The number of respondents who participate in a research study.

b) The process of selecting a sample of respondents from a larger population.

c) The range of values that is likely to contain the true population value with a specified degree of confidence.

d) A statistical technique used to analyze the relationship between two or more variables.

(x) Explain what a non-probability sample is in marketing research.

a) A sample that is drawn using a set of procedures that ensure that each member of the population has an equal chance of being selected.

b) A sample that is selected based on convenience or availability.

c) A sample that is chosen based on the researcher\'s judgment or expertise.

d) A type of sample in which respondents are selected based on pre-determined quotas for certain characteristics.

(xi) Explain what a descriptive research design is in marketing research.

a) A research design that studies the causal relationships between variables.

b) A research design that studies a single individual in depth.

c) A research design that studies the same group of individuals at multiple points in time.

d) A research design that describes the characteristics of a population or phenomenon.

(xii) Type I error occurs when

a) Null hypothesis is true but rejected

b) Null hypothesis is true but accepted

c) Null hypothesis is false but accepted

d) None of these

(xiii) In case of stratified random sampling, the stratum contains

a) Homogeneous elements

b) Heterogeneous elements

c) Both (a) and (b)

d) Neither (a) nor (b)

(xiv) Compared to collection cost of secondary data, primary data is

a) More expensive

b) Approximately the same cost

c) Less expensive

d) None of these

(xv) A_____is written account of the plan for the research project.

a) Research design

b) Research proposal

c) Hypothesis

d) All of these

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Define in-depth interview.

3. Describe the sampling design process. (3)

4. What are the classification of cross-sectional designs? (3)

5. Can you explain the difference between probability and non-probability sampling methods in marketing research? (3)

6. How can you distinguish between a research question and a research hypothesis? (3)

OR

How can you distinguish between a closed-ended and an open-ended survey question in marketing research? (3)

Group-C

7. Describe the role of the researcher in the problem definition process. (5)
8. Write a short note on Causal research design. (5)
9. Describe and illustrate, with examples, the differences between a nominal and an ordinal (5) scale.
10. Describe the semantic differential scale and the Likert scale. For what purposes are these (5) scales used?
11. What is research hypothesis? Illustrate with the help of suitable examples. (5)
12. Explain the major advantages of in-depth interviews. (5)

OR

Distinguish between research questions and hypotheses. (5)

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