BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – BBA(DM)-2022
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 an example of problem identification research.

   a) Product research   b) Promotion research
   c) Market-share research   d) Distribution research

(ii) Identify which of the following is not a component of a Market Research Proposal.

   a) Disagreement   b) Executive Summary
   c) Research Design   d) Research Objectives

(iii) What should a research report include? Identify from the following options.

   a) Only raw data   b) Findings and conclusions
   c) Only statistical analysis   d) Hypotheses without results

(iv) Which of the following best describes a survey in market research?

   a) A formal meeting between a researcher   b) A systematic gathering of data through
      and a participant   observation
   c) A set of questions designed to gather   d) A method of gathering data through
      information from a sample of people   experiments

(v)   A focus group can be defined as

   a) A type of research method that involves   b) A type of research method that involves
      collecting data from a large number of   collecting data from a small group of
      participants   participants in a group setting
   c) A type of research method that involves   d) A type of research method that involves
      collecting data through observation of   collecting data through individual in-depth
      participants in their natural environment   interviews

(vi) Hypothesis can be defined as

   a) A proven fact in research   b) Expected outcome of the research
   c) An unproven statement or proposition   d)
      about a factor or phenomenon that is of   A random guess
      interest to the researcher

(vii) In marketing research, secondary data cannot be obtained from
- a) Trade journals
- b) Government Reports
- c) Yellow Pages
- d) Surveys

(viii) The objective of _____ research is to gather preliminary information that will help define the problem and develop hypotheses
- a) Exploratory
- b) Descriptive
- c) Causal
- d) Conclusive

(ix) What is a Likert scale in marketing research?
- a) A research method that involves collecting data through observation
- b) A research method that involves collecting data through experimentation
- c) A research method that involves collecting data through interviews or questionnaires
- d) A scale that is used to measure attitudes or opinions in marketing research

(x) 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)

(xi) Causal research is used to _____
- a) Describe marketing problems or situations
- b) Find information at the outset in an unstructured way
- c) Test hypotheses about cause-and-effect relationships
- d) Quantify observations that produce insights unobtainable through other forms of research

(xii) What is the modus operandi of writing a market research report?
- a) Collecting primary data
- b) Analyzing data using statistical methods
- c) Summarizing findings and interpretations
- d) Conducting experiments

(xiii) The aim of a hypothesis in research can be understood as
- a) To collect data
- b) To make predictions
- c) To summarize findings
- d) To present raw data

(xiv) When measuring lengths or weights, which scale is typically used?
- a) Nominal Scale
- b) Ordinal Scale
- c) Ratio Scale
- d) Interval Scale

(xv) Secondary data can be interpreted as
- a) Data collected directly from respondents
- b) Data collected for the first time
- c) Data collected by someone else for a different purpose
- d) Data collected from primary sources

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Describe the tasks that are involved in research design. (3)
3. Explain the cross-sectional research design. (3)
4. Describe the components of a marketing research proposal. (3)
5. Describe the concept of secondary data in Market Research. (3)
6. Distinguish between nominal scale and ordinal scale in measurement and scaling techniques (3) and discuss their applications in market research.

OR

Critically assess how Type I and Type II errors in hypothesis testing impact market research conclusions. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Discuss the modus operandi of writing a market research report, including the key steps (5) involved.
8. Explain the process of choosing a sample using the cluster sampling method. (5)
9. "Research problem is formulated from business problem". Describe. (5)
10. Distinguish between exploratory and conclusive research design? (5)
11. Illustrate the importance of primary data collection in gaining firsthand insights into (5) consumer behavior.
12. Distinguish between continuous data and categorical data in the context of measurement (5) and scaling techniques for market research.

OR

Differentiate between sampling frame and sampling unit in the context of sampling theory. (5)

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