



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name - Marketing Research

Course Code - BBA605M

(Semester – 6)

Time allotted: 3 Hours

Full Marks : 70

[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)

10 x 1 = 10

1. *Choose the correct alternative from the following*
 - (i) One major source of marketing information is NCAER. Full form of NCAER is:
 - a. National Council of Applied Economic Research
 - b. National Council of Alliance Economic Research
 - c. National Council of Applied Economic Relation
 - d. National Council of Alliance Economic Relation
 - (ii) Source of Data collected and compiled by others is called
 - a. Primary
 - b. Secondary
 - c. Primary and Secondary
 - d. None of the above
 - (iii) Questionnaire is a :
 - a. Research method
 - b. Measurement technique
 - c. Data analysis technique
 - d. Tool for data collection
 - (iv) A member of the population is called
 - a. Group
 - b. Census
 - c. Sample
 - d. Element
 - (v) In testing a Hypothesis the common error is
 - a. Type I
 - b. Type I and II
 - c. Type II
 - d. None of these
 - (vi) In which of these sample population is divided into different strata and sample is taken from different strata?
 - a. Quota Sampling
 - b. Snow ball sampling
 - c. Stratified sampling
 - d. Purposive Sampling

- (vii) When studies are conducted under controlled conditions that do not simulate actual environmental conditions, the study is conducted _____
- a. experimentally
 - b. ex post facto
 - c. under field conditions
 - d. under laboratory conditions
- (viii) The population Census carried out by the Government of India can be an example of:
- a. Exploratory Research
 - b. Causal Research
 - c. Descriptive Research
 - d. All of the above
- (ix) Data related to geophysical characteristics are called
- a. Demographic Data
 - b. Personal Data
 - c. Territorial Data
 - d. Organizational Data
- (x) Research method is a part of
- a. Problem
 - b. Experiment
 - c. Research Techniques
 - d. Research methodology

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

2. Explain the salient features of “Exploratory studies” with an example. 5
3. Discuss the term “Copy Testing”. 5
4. List out the factors that influence the “Sample Size” determination in marketing research. 5
5. Discuss questionnaire methods of collecting primary data. 5
6. Explain Advertising Research and its types. 5

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

7. (a) A potential buyer wants to decide which of the two brands of the electric bulbs he should buy as he has to buy them in bulk. As a specimen, he buys 100 bulbs for each of two brands- A and B. On using these bulbs, he finds that the brand A has a mean life of 1000 hours with a standard deviation of 30 and brand B has a mean life of 1050 hours with a standard deviation of 50 hours. Is there any significant difference between two brands? (Test the hypothesis at 5% level of significance – 1.96) 10
- (b) Explain the various steps involved in marketing research process. 5

8. (a) A sample of 100 people is selected on gender basis, from the output of a factory to see who deposits garbage in the can and who throw out. The results are as follows: 9

Gender	Deposit	Throw Out	Total
Female	18	7	25
Male	42	33	75
	60	40	100

Can it be judged that there is a significant difference in the disposal behaviour between the male and female? (Test at $\lambda^2_{1,0.05} = 3.841$)

- (b) Describe at least two types of Sales analysis. 6
9. (a) It is known from the past data that 10 % of the families in a certain locality subscribe local cable channels. Of late, there has been some apprehension that this subscription rate has declined. It is found that the sample proportion is 7%. Can it be concluded that the subscription rate has been declined? [Use α at 5% level of significance to test the subscription, ± 1.64] 13
- (b) Discuss the application of ANOVA. 2
10. (a) Define MAD. 2
- (b) The following is the forecasted demand and actual demand for 10-foot fishing boats: 8

Year	Forecast Demand	Actual Demand
1	78	71
2	75	80
3	83	101
4	84	84
5	88	60
6	85	73

Calculate MAD.

- (c) Categorise the types of sampling available and explain any two of them. 5
11. (a) Differentiate between Qualitative and Quantitative methods of forecasting. 3
- (b) Discuss observation methods of collecting primary data. 5
- (c) Explain the term 'Alternative Hypothesis' with an example. 7
