# BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**
**Programme – Bachelor of Business Administration**
**Course Name – Marketing Research**
**Course Code - BBA605M**
**( Semester VI )**

**Time allotted : 1 Hrs.25 Min.**                                      **Full Marks : 70**

[The figure in the margin indicates full marks.]

**Group-A**

(Multiple Choice Type Question)                                   1 x 70=70

*Choose the correct alternative from the following :*

(1) Questionnaire is a :

  a) Research method                         b) Measurement technique

  c) Data analysis technique                 d) Tool for data collection

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

  a) Registrar General of India              b) Registration General of India

  c) Registrar Group of India               d) Registration Group of India

(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:

  a) National Sampling Survey                b) National Sample Survey

  c) National Sample Source                  d) National Sample Statistics

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

  a) Longitudinal research design            b) Cross sectional research design

  c) Both Longitudinal research design and Cross sectional research design      d) None of these

(5) 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

(6) Which of the following is the conclusive research design?

  a) Exploratory Research                    b) Causal Research

  c) Both of Exploratory Research & Causal Research      d) None of these

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

a) Heterogeneous Sample

b) Universe Sample

c) Random Sample

d) Convenience Sample

(8) Depth interviews should be conducted

a) by telephone

b) personally

c) by mail

d) over internet

(9) Sue wanted to research parental attitudes to toy advertising so she invited six mothers to g et 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 sh e using?

a) case study

b) survey

c) focus group

d) Observation

(10) Causal research is used to _____

a) Describe marketing problems or situations

b) Find information at the outset in an unstructur ed way

c) Test hypotheses about cause-and-effect relatio nships

d) Quantify observations that produce insights u nobtainable through other forms of research

(11) In marketing research, the _____ phase is generally the most expensive and most subj ect to error.

a) Interpreting and reporting the findings

b) Exploratory research

c) Data collection

d) Data validation

(12) "What new product should be developed" is an example of …………??

a) Causal

b) Exploratory

c) Descriptive

d) None of these

(13) A………….. is written account of the plan for the research project.

a) Research design

b) Research proposal

c) Hypothesis

d) All of these

(14) Wrong questionnaire is an example of …………..

a) Primary data collection problem

b) Secondary data collection problem

c) Tertiary data collection problem

d) None of these

(15) Which of the following is a disadvantage of online focus groups?

a) Participants must be in a central location.

b) Results take longer to tabulate and analyze

c) The format of focus groups can be varied.

d) The Internet format can restrict respondents' e xpressiveness

(16) A_____ is the aggregate of all the elements that share some common set of characteris tics and that comprise the universe for the purposes of the marketing research problem.

a) sample

b) parameter

c) population

d) statistic

(17) Cause and effect research comes under which research type?

a) Exploratory

b) Descriptive

c) Causal

d) None of these

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

a) The marketing information system

b) Marketing intelligence

c) Marketing research

d) Causal research

(19) The marketing research process consists of several steps. Which of the following is not on e of these steps?

a) Evaluating the competitor strategies

b) Developing the research plan for collecting information

c) Defining the problem and research objectives

d) Collection of data

(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.

a) Ethnographic research

b) Focus Group research

c) Survey Research

d) None of these

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

a) Simple random sample

b) Stratified random sample

c) Cluster Sample

d) None of these

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

a) Confidence interval

b) Significance level

c) Significance interval

d) Population interval

(23) In testing a Hypothesis the common error is

a) Type III and Type IV

b) Type I and II

c) Type II and III

d) Type I and III

(24) In which 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

(25) In the process of conducting research 'Formulation of Hypothesis" is followed by

a) Statement of Objectives

b) Analysis of Data

c) Selection of Research Tools

d) Collection of Data

(26) Which of the following is a non – probability sampling?

a) Simple Random Sampling

b) Judgement Sampling

c) stratified sampling

d) cluster sampling

(27) Which is a probability based sampling method?

a) Stratified Sampling

b) Snowball Sampling

c) Quota Sampling

d) Judgement Sampling

(28) Secondary data cannot be obtained from

a) Trade journals

b) Government Reports

c) Yellow Pages

d) Surveys

(29) What is secondary data?

a) data that has already been published

b) extra data

c) unreliable data

d) back-up data

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

a) sampling frame

b) random sample

c) research directory

d) relational database

(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

a) Exploratory research design

b) Descriptive research design

c) Experimental research design

d) Causal research design

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

a) Primary        b) Secondary

c) Survey research        d) Experimental research

(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?

a) It may not be current        b) It may not be useable

c) It may not be relevant        d) It is generally more expensive to obtain than primary data

(34) In CRM, findings about customers discovered through _____ techniques often lead to marketing opportunities.

a) Data searching        b) Data mining

c) Customer relationship strategy        d) Customer loyalty management

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

a) Exploratory research        b) Descriptive research

c) Experimental research        d) Survey research

(36) Detail blueprint of research is called as……………….

a) Research proposal        b) Research design

c) research directory        d) Research Method

(37) _____ research is the gathering of primary data by watching people

a) Informative        b) Observational

c) Experimental        d) Causal

(38) The existing company information is an example of which data?

a) Primary        b) Secondary

c) sample        d) split

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

a) Quota sampling        b) Stratified sampling

c) Snowball sampling        d) Convenience sampling

(40) Following is a summary description of a fixed characteristic or measure of the target population.

a) statistic        b) parameter

c) Primary data        d) Secondary data

(41) In a _____, the population is divided into mutually exclusive groups and random samples are drawn from each group

a) Simple random sample        b) Stratified random sample

c) Cluster Sample        d) Systematic Sample

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

a) Sample size        b) Sample statistic

c) Sample frame        d) Sample quota

(43) Sound marketing decisions can only be made on the basis of good quality information. The data must be:

a) legal, decent, honest and truthful        b) timely, accurate, reliable and valid

c) specific, measurable, achievable, relevant and        d) quantified, accurate and specific

timed

(44) What is it called when research agencies use a single questionnaire to collect primary data on behalf of a number of their business clients at the same time?

a) postal survey
b) financial audit
c) market research report
d) omnibus survey

(45) An unproven statement or proposition about a factor or phenomenon that is of interest to the researcher is known as

a) proposal
b) hypothesis
c) sample
d) parameter

(46) Qualified observations of events and developments in the marketing environment' is called

a) Marketing intelligence
b) Marketing insight
c) Marketing Directory
d) Marketing observation

(47) Data available within the organisation for which the research is being conducted is called

a) Internal data
b) In-house data
c) Panel data
d) Primary data data

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

a) Quantitative Research
b) Qualitative Research
c) Secondary research
d) Primary Research

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

a) focus group
b) structured interview
c) unstructured interview
d) Personal interview

(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

a) population
b) census
c) sample
d) none of these

(51) _____is a statistical technique for examining the differences among means for two or more populations.

a) analysis of variance (ANOVA)
b) Z test
c) F test
d) t test

(52) Of the following sampling methods, which is a probability method?

a) Judgement
b) Quota
c) Simple random
d) Convenience

(53) Increasing the sample size has the following effect upon the sampling error?

a) It increases the sampling error
b) It reduces the sampling error
c) It has no effect on the sampling error
d) None of the above

(54) Sample is regarded as a subset of?

a) Data
b) Set
c) Distribution
d) Population

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

a) Judgment (purposive) sampling
b) Snowball Sampling
c) Quota Sampling
d) simple random sampling

(56) Convenience sampling is an example of

a) Probabilistic sampling

b) Nonprobabilistic sampling

c) Stratified sampling

d) simple random sampling

(57) Quota sampling is an example of

a) Probabilistic sampling

b) Nonprobabilistic sampling

c) Simple random sampling

d) Systematic sampling

(58) Which of the following is not considered as Problem identification research

a) Market-potential research

b) Market-share research

c) Market-characteristics research

d) Product research

(59) Which of the following is not considered as Problem solving research

a) Product research

b) Pricing research

c) Promotion research

d) Sales-analysis research

(60) Which of the following methods is not used in exploratory research?

a) Expert surveys

b) Pilot surveys

c) Structured observations

d) Qualitative interviews

(61) The process of generalizing the sample results to a target population is referred to as

a) Statistical inference

b) Sample statement

c) Research statement

d) Frequency distribution

(62) A subgroup of the elements of the population selected for participation in the study is known as

a) Census

b) Sample

c) Parameter

d) Statistic

(63) A_____when some of the participants included in the sample simply do not respond.

a) non-response error

b) response error

c) acceptance error

d) rejection error

(64) The variation between the information needed for the marketing research problem and the information sought by the researcher is known as

a) Surrogate information error

b) Measurement error

c) Population definition error

d) Sampling frame error

(65) Companies that collect and sell common pools of data designed to serve information needs shared by a number of clients

a) syndicated services

b) panel services

c) data services

d) none of the above

(66) An error that can be attributed to sources other than sampling and that can be random or nonrandom is known as

a) Random sampling error

b) Non-sampling errors

c) Sampling errors

d) Researcher errors

(67) The error arising because the particular sample selected is an imperfect representation of the population of interest is known as

a) Random sampling error

b) Non-sampling errors

c) Sampling errors

d) Researcher errors

(68) Which of the following is not a characteristic of exploratory research

a) Information needed is clearly defined

b) Research process is flexible

c) Samples are small

d) Data analysis can be qualitative or quantitative

(69) Which of the following is not a exploratory method?

a) Expert surveys

b) Qualitative interviews

c) Unstructured observations

d) Structured observations

(70) In _____ a fixed sample (or samples) of population elements is measured repeatedly

a) Cohort analysis

b) Cross-sectional designs

c) longitudinal design

d) Access panels