DL-18   *Your Roll No....................*

BACHELOR OF BUSINESS ADMINISTRATION III YEAR EXAMINATION, 2010

Paper — BBAD-502

MARKETING RESEARCH

Time : 2½ Hours   *Maximum Marks : 70*

(Write your Roll No. at the top immediately on receipt of this question paper.)

Answer all Sections as per instructions given in each Section.

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SECTION - A $(1 \times 10 = 10)$

Answer ALL questions. Each question carries 1 mark.

Fill each blank of the following:

1. _____ is a type of research conducted by the marketing research agency to collect information as required by a particular client.

2. _____ is a research that describes attitudes, perceptions, characteristics, activities, and situations.

P.T.O.

3. System that facilitates information collection, storage, manipulation, and dissemination in marketing, including customer service and contacts is called _____ .

4. Techniques that involve extracting hidden predictive information in large databases through statistical analysis are called _____ .

5. _____ is a measuring instrument designed to quantify and record the extent to which test products possess a characteristic.

6. Original data gathered to satisfy the purpose of the current study is called _____ .

7. Error that occurs when the selected sample is not representative of the population is called_____ .

8. _____ is a predictive statement, capable of being tested by scientific methods, that relates an independent variable to some dependent variable.

9. A circle divided into sections, such that each section represents the percentage of the total area of a circle associated with one variable is called _____ .

10. _____ involves asking respondents a question and not giving them any clues as to what answers might be appropriate responses.

SECTION - B   (5 × 6 = 30)

Answer any SIX questions. All questions carry 5 marks.

11. What are the limitations and weaknesses of marketing research ?

12. Briefly explain the nature and scope of exploratory research.

13. What are the components of marketing information system ? Discuss with an example.

14. Briefly explain the primary forms of computerized databases.

15. Describe the differences between a nominal and an ordinal scale.

16. What is secondary data ? Differentiate between internal and external secondary data.

17. What are the advantages and disadvantages of open-ended questions?

18. Compare and contrast quota sampling with stratified sampling.

SECTION - C $(3 \times 10 = 30)$

Answer any THREE questions. All questions carry 10 marks.

19. a) Differentiate between market research and marketing research.

    b) Explain the seven steps in marketing research process.

20. What is i) Exploratory Research   ii) Descriptive Research iii) Causal Research? Using examples show how they differ from each other.

21. Differentiate between Semantic Differential scale and Likert scale. Give examples.

22. a) Discuss the various steps in questionnaire design.

    b) What are the common mistakes made in the construction of a questionnaire?

23. Explain in detail various sampling designs under non-probability sampling method. Also bring out their relevance in marketing research studies.