(6 pages)

Reg. No. : ....

Code No. : 22759 E   Sub. Code : JMBA 6 A

B.B.A.(CBCS) DEGREE EXAMINATION, APRIL 2019.

Sixth Semester

Business Administration – Main

Elective – MARKETING RESEARCH

(For those who joined in July 2016 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. What is the purpose of doing research?
   (a) To Identify Problem
   (b) To find the Solution
   (c) Both (a) and (b)
   (d) None of these

2. In an experimental research study, the primary goal is to isolate and identify the effect produced by the —————:
   (a) Dependent variable
   (b) Extraneous variable
   (c) Independent variable
   (d) Confounding variable

3. The nominal level of measurement is represented in which variable below?
   (a) Fear of Crime   (b) Temperature
   (c) Income   (d) Gender

4. Ordinal scales have the property of —————.
   (a) Absolution
   (b) Metricity
   (c) Ranking
   (d) Variablility

5. Which one of these sampling methods is a probability method?
   (a) Quota
   (b) Judgement
   (c) Convenience
   (d) Simple random

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6. Which one of the following is the main problem with using non-probability sampling techniques?

   (a) The Expense

   (b) The Results are Never Representative

   (c) Human Judgement Error

   (d) Informants Can Refuse to Participate

7. ———————— approach employs a standardized questionnaire to collect data on beliefs, feelings, and attitude from the respondent.

   (a) Disguised Non-structured Techniques

   (b) Non-disguised, Non-structured Techniques

   (c) Non-disguised Structured Techniques

   (d) Disguised structured Techniques

8. Break analysis technique is used under

   (a) Sales analysis research

   (b) Forecasting

   (c) Finding sales potential

   (d) All the above

9. Products research include ———————.

   (a) Developing a new product

   (b) Revitalizing a declining product

   (c) Test marketing a new product

   (d) All the above

10. One of the following is not a pre-testing technique in advertising

    (a) Penetration tests

    (b) Portfolio test

    (c) Consumer jury test

    (d) Trailer tests

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b)

Answer should not exceed 250 words.

11. (a) Who are the major users of marketing research information?

    Or

    (b) What are the essential elements of a research design?

12. (a) What are the key principles of an effective questionnaire design?

    Or

    (b) Who are the five different groups of people to take into consideration when designing a questionnaire?

13. (a) List out enumerate on the advantages and disadvantages of quota sampling.

Or

(b) Enumerate the common methods of classification of data in research Geographical classification.

14. (a) Mention the uses and limitations of motivation research.

Or

(b) Explain in detail the different statistical methods used in sales forecasting.

15. (a) What is the scope of product research in the field of Marketing research?

Or

(b) Make a comparative analysis of the three types of test markets.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Answer should not exceed 600 words.

16. (a) Enumerate any three major types of research design.

Or

(b) What are the uses and limitations of Marketing Research?

17. (a) Give the three different types of observation methods along with their advantages and disadvantages.

Or

(b) Differentiate the four types of scales with and example.

18. (a) What the different types of non-probability sampling? Give examples.

Or

(b) Enumerate the steps involved in writing a research report.

19. (a) List out and discuss the advantages and disadvantages of sales analysis research.

Or

(b) Discuss in brief the major projective techniques used in marketing research.

20. (a) Discuss in brief some of the pre-testing techniques used in advertising research.

Or

(b) What is a post-test in terms of advertising research? Explain some of the unaided recall tests used in post testing.

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