

(6 pages)

Reg. No. :

Code No. : 12689

Sub. Code : GMBA 6 A

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2017.

Sixth Semester

Business Administration — Main

Elective — MARKETING RESEARCH

(For those who joined in July 2012-2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The step involved in analyzing the collected data is
 - (a) Coding
 - (b) Editing
 - (c) Tabulation
 - (d) All the above
2. Recommendations come under
 - (a) Prefatory Group
 - (b) Main Report Group
 - (c) Appended Part Group
 - (d) None of the above

3. The research which seeks to unearth cause and effect is known as
 - (a) Descriptive Research
 - (b) Performance Monitoring Research
 - (c) Experimental Research
 - (d) Case Study
4. Applying the same measure to the same objects a second time is called
 - (a) Test-Retest Reliability
 - (b) Alternative-forms Reliability
 - (c) Internal-Comparison Reliability
 - (d) Scorer Reliability
5. The question which calls for a response of more than a few words is called
 - (a) Dichotomous question
 - (b) Multiple choice question
 - (c) Open-Ended question
 - (d) Objective type question
6. The other name of Judgement Sampling is
 - (a) Purposive Sampling
 - (b) Quota Sampling
 - (c) Convenience Sampling
 - (d) Cluster Sampling



7. Barometer is a
- Sales forecasting method
 - Price fixation method
 - Advertisement method
 - Media research method
8. Least Square Regression is the method for identifying
- Trend
 - Effectiveness
 - Validity
 - Efficiency
9. DAR denotes
- Day After Recall
 - Daily Arrival Report
 - Daily Average Recall
 - Day Arrival Record
10. The device which measures the skin response to an advertisement stimuli, electronically is called
- Eye camera
 - Galvanometer
 - Pupillometer
 - Conpad

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Explain the importance of Marketing Research.

Or

- (b) Explain the features of Experimental Research.

12. (a) What are the advantages and disadvantages of Mail Interview method of data collection?

Or

- (b) Write a note on Multi Dimensional Scaling.

13. (a) What are the factors to be considered while deciding the sample size?

Or

- (b) Explain Two-way tabulation with an example.

14. (a) What are the steps in Sales Forecasting?

Or

- (b) Explain the significance of Trend values.



15. (a) Explain the importance of Advertising Research.

Or

- (b) Write a note on Product Strategy.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Suggest some of the precautions to be adopted in the problem definition stage.

Or

- (b) Discuss the application of exploratory research design in marketing.

17. (a) Discuss the methodology for developing sound marketing measures.

Or

- (b) What general guidelines should one follow in designing a questionnaire?

18. (a) How will you implement a systematic sampling procedure? Explain.

Or

- (b) Explain various types of diagrams used for presentation of data.

19. (a) Explain the role of Time series as a sales forecasting method.

Or

- (b) Explain the various approaches of forecasting demands of a new product.

20. (a) Discuss the recent trends in Marketing Research.

Or

- (b) Discuss the challenges involved in Advertisement research.

