

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2013.

Fourth Semester

Business Administration – Main

Elective — MARKETING RESEARCH

(For those who joined in July 2008 – 2011)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Good Research is

- (a) Systematic (b) Logical
(c) Empirical (d) All of these

2. Research is directed towards

- (a) The solution of a problem
(b) Conclusion of a problem
(c) The unsolved problems
(d) All of these

3. _____refers to whether or not the respondents are aware that they are being observed.

- (a) Disguised (b) Natural
(c) Contrived (d) Structured

4. Unstructured observation is preferred for

- (a) Exploratory studies
(b) Descriptive studies
(c) Experimental design
(d) All of these

5. _____is a procedure of using a small number of units of a given population as a basis for drawing conclusions about the whole population.

- (a) Sampling (b) Data
(c) Information (d) All of these



6. Stratified samples are of _____types.
- (a) Two (b) Three
(c) Four (d) Five
7. "Nose-counting" research is a
- (a) Motivation research
(b) Product research
(c) Advertising research
(d) Market research
8. Assumptions are the _____formed out by consumers of the information gathered from their experience.
- (a) Frames of reference (b) Beliefs
(c) Sensations (d) Images
9. The first step in new product development Research is
- (a) Generating Ideas
(b) Idea screening
(c) Business Analysis
(d) Concept Development

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10. _____stage the cost, sales and profits are estimates for the new product.
- (a) Business Analysis
(b) Concept of Testing
(c) Concept of Development
(d) Product Development

PART B — (5 × 5 = 25 marks)

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

11. (a) Is Marketing Research an Art or a Science – Explain.
- Or
- (b) What is Research Design and explain its contents?
12. (a) What is primary data? Give example.
- Or
- (b) What is secondary data? Give example.
13. (a) Why we need sampling?
- Or
- (b) Explain simple Random Sampling.

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[P.T.O.]



14. (a) What are the Nature of Motivation Research?

Or

(b) Describe Non- disguised structured Techniques.

15. (a) Explain – Product Research.

Or

(b) What is Idea Screening?

PART C — (5 × 8 = 40 marks)

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

16. (a) Discuss the Nature and scope of Marketing Research.

Or

(b) Elucidate the problem of Marketing Research.

17. (a) How do secondary data differ from primary data? Explain two types of secondary data available to a researcher. Give their merits and demerits.

Or

(b) How can you rectify various problems and errors faced by a researcher during a Survey?

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18. (a) Define Sampling. Highlight various methods used in selecting a sample from the population. Give their merits and demerits.

Or

(b) How is Sampling used in a Marketing Research?

19. (a) Write short notes on the following:

(i) Attitudes

(ii) Sentence completion test

Or

(b) Define motivation research. Highlight the nature, scope of motivation research.

20. (a) Explain the types of Testing in an Advertisement copy.

Or

(b) What are the various kinds of Media research?

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