

Total No. of printed pages = 2

BBA 181401

Roll No. of candidate

22/22

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2022

B.B.A. 4th Semester End-Term Examination

MARKETING RESEARCH

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer ALL questions from question No. 1 and any *four* group from the rest.

GROUP A

1. Answer as directed : (10 × 1 = 10)
- (i) For _____ the researcher does not specify in detail what is to be observed and how the measurements are to be recorded. (structured observation/ unstructured observation/direct observation)
 - (ii) In _____, the respondents are aware that they are under observation. (undisguised observation/ disguised observation/indirect observation)
 - (iii) CAPI stands for _____.
 - (iv) _____ research design describes the things as they are. (Descriptive/ Causal).
 - (v) The objective of _____ research design is to provide insights and understanding.
 - (a) Exploratory (b) Conclusive
 - (c) Causal (d) Cross section
 - (vi) Snowball sampling is a type of _____ technique.
 - (a) Probability (b) Non probability
 - (c) Random Sampling (d) Both (a) and (c)

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- (vii) In _____ analysis, data collection is based on physical traces or evidence or of past behavior.
- (a) Content (b) Data
(c) Trace (d) Objective
- (viii) Convenient sampling is a type of _____ technique.
- (a) Probability Sampling (b) Non – Probability Sampling
(c) Judgment Sampling (d) Snowball Sampling
- (ix) Primary data can be collected with the help of _____.
- (a) Survey (b) Personal Interview
(c) Observation (d) All the above
- (x) One of the important ways of presenting primary data is in the form of _____.
- (a) Cross Reference (b) Literature Review
(c) Both (a) and (b) (d) Tabulation

GROUP B

Answer any *four* groups of questions.

(4 × 15 = 60)

2. (a) What are probability sampling techniques? Discuss. (7+8)
(b) Briefly explain about the non probability sampling techniques.
3. (a) State the features of exploratory and descriptive research design. (7+8)
(b) What are the different stages of marketing research process? Explain
4. (a) What are focus groups? Explain in brief. State the merits and demerits of such interviews. (8+7)
(b) Critically discuss about the types of observation methods on the basis of mode of administration?
5. (a) What are different types of survey methods? Explain about some of the most used survey methods. (10)
(b) 'Depth interviews are useful to gather sensitive information.' Discuss in brief. (5)
6. (a) What are the indirect methods of collecting data in a qualitative research Design? Explain. (10)
(b) State the relative merits and demerits of survey method over observation method. (5)