

Faculty of Business Management**BBA II-Year, CBCS-IV Semester Regular Examinations June/July- 2022****PAPER: Marketing Research**

Time: 3 Hours

Max Marks: 80

Section-A

I. Answer any FIVE of the following questions (5x4=20 Marks)

1. Research proposal
2. Observation method
3. Advantages of secondary data
4. Reliability
5. Chi square test
6. Stapel's scale
7. Paired t -test
8. Role of research in decision making

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Explain the nature and scope of the marketing research
(OR)
(b) Discuss in detail the research process
10. (a) What is primary data and explain the methods of primary data collection
(OR)
(b) What is depth interview and explain the characteristics and types of depth interview.
11. (a) Explain the various methods in collecting the secondary data.
(OR)
(b) Explain the criteria to be used when evaluating the secondary data.
12. (a) Explain the types of scales with examples.
(OR)
(b) Explain the advantages and limitations of Likert scale
13. (a) Explain the types of probability sampling techniques.
(OR)
(b) Explain the advantages and disadvantages of ANOVA.

Faculty of Business Management
BBA II-Year, CBCS-IV Semester Backlog Examinations –Jan, 2023
PAPER: Marketing Research

Time: 3 Hours

Max Marks: 50

Section-A

I. Answer any *five* of the following questions (5x4=20 Marks)

1. Research process
2. Survey method
3. Podcasts
4. Semantic differential scales
5. 't- test
6. Ordinal scale
7. Thurstone scale
8. Pilot study

Section-B

II. Answer the following questions (5x6=30 Marks)

9. (a) Explain the role marketing research in decision making
(OR)
(b) Explain the steps involved in designing the research proposal
10. (a) What is focus group interview and explain the purpose and advantages of focus group interview.
(OR)
(b) Explain the types and characteristics of a good questionnaire.
11. (a) Explain the advantages and disadvantages of secondary data
(OR)
(b) Explain the types of sources of secondary data
12. (a) Explain the role of measurement and scaling in marketing research
(OR)
(b) Discuss about the reliability and validity of the scale
13. (a) Explain the different types of data analysis
(OR)
(b) What is Z test and explain the procedure for z test.

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Section-A1. Answer any *five* of the following questions (5x4=20 Marks)

1. Importance of research in marketing
2. Survey
3. Sales reports
4. Interval scale
5. Chi square test
6. Validity of data
7. Paired t-test
8. Email

Section-B

I. Answer the following questions (5x12=60 Marks)

9. (a) Explain the marketing research process in detail?
OR
(b) Explain the nature and scope of marketing research?
- 10.(a) What is questionnaire? What are the critical problems arise in questionnaire design?
OR
(b) Explain the sources of data collection in marketing research?
11. (a) Explain the criteria for evaluating the sources of secondary data?
OR
(b) Explain the pros and cons of using secondary data in marketing research?
12. (a) Discuss the Likert scale and Semantic differential scale with suitable examples?
OR
(b) Explain the importance of measurement and scaling in marketing research?
13. (a) Explain the salient features of Factor analysis with suitable examples?
OR
(b) Explain the various sampling techniques used in marketing research?
