2022

BUSINESS ADMINISTRATION — HONOURS

Paper : BBA-A401-C-8

(Business Research)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Section-A

(Marks-30)

1. Answer *any five* questions : 2×5
   - (a) Differentiate between a point estimate and an interval estimate.
   - (b) Briefly enumerate the steps involved in the marketing research process.
   - (c) How is marketing research different from market research?
   - (d) State the need for research design for successful research.
   - (e) How does a census differ from a sample?
   - (f) What are the steps involved in hypothesis testing?
   - (g) Give an example of a interval scale.
   - (h) What is syndicated research?

2. Answer *any five* questions : 4×5
   - (a) What is a research proposal? State the components of a research proposal.
   - (b) Differentiate between Management Decision Problem and Marketing Research Problem using appropriate examples.
   - (c) State the points of difference between qualitative research and quantitative research.
   - (d) Explain the following :
     - (i) Parameter
     - (ii) Statistic
     - (iii) Sampling frame
     - (iv) Population.
   - (e) Differentiate between stratified sampling and cluster sampling using examples.
   - (f) Explain the central limit theorem.
   - (g) State the advantages of secondary data.
   - (h) From a population of 125 items, with a mean of 105 and a standard deviation of 17, 64 items were chosen. What is the standard error of the mean?

Please Turn Over

Section-B

(Marks-50)

Answer *any five* questions.

3. Explain the scope of marketing research.   10

4. Explain *any two* of the following using suitable examples :   5+5

    (a) Paired Comparison

    (b) Likert Scale

    (c) Semantic Differential Scale

    (d) Constant Sum.

5. Elaborate on the various non-probability sampling methods using suitable examples.   10

6. State the advantages and disadvantages of telephonic interviews.   10

7. Distinguish between exploratory and descriptive research designs using appropriate examples.   10

8. Write notes on (*any two*) :   5+5

    (a) Exploratory Research

    (b) Use of chi square tests

    (c) Data collection techniques

    (d) Use of Z-test.

9. (a) Enumerate the steps involved in the questionnaire design process.

    (b) Differentiate between closed ended and open ended question types using examples.   5+5

10. A brand manager is concerned that her brand's share may be unevenly distributed throughout the country. In a survey in which the country was divided into four geographic regions, a random sampling of 100 consumers in each region was surveyed with the following results :

	Region				
	NE	NW	SE	SW	Total
Purchase the brand	40	55	45	50	190
Do not purchase the brand	60	45	55	50	210
Total	100	100	100	100	400

Develop a table of observed and expected frequencies for this problem.   10