



# UNIVERSITY OF THE PUNJAB

**B.S. 4 Years Program :Seventh Semester – 2020**

Paper: Marketing Research

Course Code: BBA-407

Part – I (Compulsory)

Time: 15Min. Marks: 10

Roll No. in Fig. ....

Roll No. in Words. ....

**Attempt this Paper on this Question Sheet only.**

**Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

Signature of Supdt.:

**Q.1. Encircle the right answer cutting and overwriting is not allowed. (10x1=10)**

**A) The most powerful scale:**

- a) Nominal scale      b) Ordinal scale      c) Interval scale      d) Ratio scale

**B) \_\_\_\_\_ is a test of how consistently a measuring instrument measures whatever concept it is measuring.**

- a) Validity      b) Reliability      c) Content validity      d) Construct validity

**C) \_\_\_\_\_ Interviews are those conducted when it is known at the outset what information is needed.**

- a) Unstructured      b) Structured      c) None of these      d) A + B

**D) \_\_\_\_\_ is established when the scores obtained with two different instruments measuring the same concept are highly correlated.**

- a) Construct validity      b) Convergent validity      c) Discriminant validity      d) None of these

**E) In \_\_\_\_\_ every element in the population has a known and equal chance of being selected as a subject.**

- a) Simple random sampling      b) Stratified sampling      c) Systematic sampling      d) None of these

**F) \_\_\_\_\_ refers to collection of information from members of the population who are conveniently available to provide it.**

- a) Convenience sampling      b) Stratified sampling      c) Systematic sampling      d) None

**G) Study in which important variables associated with the research is called.**

- a) Causal      b) Correlation study      c) Case study      d) Hypothesis Testing

**H) Which of the following is the discrete variable.**

- b) Age      b) Height      c) distance in miles      d) Number of Children

**I) Collecting the necessary data without becoming integral part of the organizational system:**

- a) Participant-observer      b) Non participant-observer      c) Assistant observer      d) None of these

**J) The artificial study setting is known as**

- a) Artificial study      b) Contrived      c) Non-contrived      d) Both a and b



**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q.2. Give short answers of the following: (10x2=20)**

- a) Define descriptive Research in marketing.
- b) Define Ratio scale, how it is different from other ones?
- c) Give the names of different rating scales in marketing survey?
- d) Write down two Marketing Research Questions?
- e) Write down two advantages and two disadvantages of external researcher
- f) Define Simple Random Sampling?
- g) Explain the pyramid technique of questioning?
- h) Define Un-structured interview.
- i) Differentiate Null and Alternate hypothesis
- j) Explain multi-dimensional variables in marketing research?

**Answers the following questions. (3x10=30)**

**Q3.** Discuss the nature and scope of marketing research.

**Q4.** Write different techniques of Data analysis when primary data is collected regarding market?

**Q5.** Differentiate Type I & Type II error with the help of examples. What can be the consequences?