



## IDEA INSTITUTE OF MANAGEMENT & TECHNOLOGY

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### Market Research

7:00pm to 9:00pm

Semester – III (marketing)

June 12, 2010

#### SECTION A (ONE MARKS)

- (1) It means selecting sample units in a juts “hit and miss” fashion.
- (a)accidental sampling
  - (b)purposive sampling
  - (c) quota sampling
  - (d)snow-ball sampling

Answer : A

- (2) What all is included in the measurement accuracy and measur ement development?

- (a)questionnaire designing
- (b)plan what to measure
- (c) both a and b
- (d)none of the above

Answer : C

- (3) What is the advantages of cluster sampling?

- (a)easier
- (b)more convenient
- (c) does not require more time
- (d)all of the above

Answer : D

- (4) Which of the following is the important par ametric test of hypotheses?

- (a)z-test
- (b)t-test
- (c) f-test
- (d)all of the above

Answer : D

- (5) What is the feature of research report?

- (a)narrative and authoritative document
- (b)simple
- (c) readable
- (d)all of the above

Answer : D

- (6) What is the limitations of secondar y data?

- (a)may not meet the specific needs
- (b)may not be as accurate as desired
- (c) non up-to-d ate
- (d)all of the above

Answer : D

- (7) What is the right of any respondent who participates in a r esearch project?

- (a)the right to privacy
- (b)the right to safety

- (c) the right to the research results  
(d) all of the above

Answer : D

- (8) Which of this is included in the price decisions?  
(a) what customer types have the most potential?  
(b) what sales should be offered during the year?  
(c) what appeals should be used in the advertising?  
(d) how can brand loyalty be increased?

Answer : B

(9) It provides protection, when we conduct an experiment, against the effect of extraneous factors by randomization.

- (a) the principle of replication  
(b) the principle of randomization  
(c) principle of local control  
(d) all of the above

Answer : B

(10) Which of this is included in the advertising and promotion decisions?

- (a) what customer types have the most potential?  
(b) what sales should be offered during the year?  
(c) what appeals should be used in the advertising?  
(d) how can brand loyalty be increased?

Answer : C

(11) \_\_\_\_\_ research is carried out to evaluate performance of programs.

- (a) Descriptive  
(b) Causal  
(c) Programmatic  
(d) none of the above

Answer : C

(12) TAM maintains a panel of households where it deploys peplemeter to record their TV viewing habits. This is an example of

- (a) Single cross sectional design  
(b) Multiple cross sectional design  
(c) Longitudinal design

Answer : B

(13) Which ONE of the following decades marks when group discussions were fully accepted in marketing research?

- (a) 1920s  
(b) 1930s  
(c) 1950s  
(d) 1970s

Answer : D

(14) You study the cosmetics usage through a survey of a very large sample of college going girls only once. Which classification would your research design fall under?

- (a) Single cross sectional design  
(b) Multiple cross sectional design

(c) Longitudinal design

Answer : A

- (15) Govt. of India conducts a census every ten years. This is a good source of
- (a) Internal secondary data
  - (b) External secondary data
  - (c) Primary data

Answer : B

(16) What is the right of any respondent who participates in a research project?

- (a) the right to privacy
- (b) the right to safety
- (c) the right to the research results
- (d) all of the above

Answer : D

(17) A systematic search for a supplier includes various steps. Which ONE of the following steps should come before the others?

- (a) Rejecting or accepting a proposal
- (b) Shortlisting of agencies
- (c) Creating a brief
- (d) Receiving proposals

Answer : C

(18) Which ONE of these services is NOT a search engine?

- (a) Archie
- (b) Google
- (c) Dewey
- (d) Yahoo

Answer : C

(19) Secondary data is LEAST helpful in:

- (a) developingnaires.
- (b) interpreting tables.
- (c) formulating hypotheses.
- (d) evaluating new products.

Answer : D

(20) Which ONE of these will best help us to assess the reliability of information found in desk research?

- (a) The source
- (b) The search engine used
- (c) The price we pay
- (d) The time it takes to obtain

Answer : A

( ) SECTION B

(21) What are the pre-requisites of effective observation?

- (a) observations must be done under conditions which will permit accurate results
- (b) observation must cover a sufficient number of representative samples of the

- (c) recording should be accurate and complete
- (d) all of the above

Answer : D

(22) \_\_\_\_\_ is directory of population members from which a sample is selected.

- (a) Design error
- (b) sampling frame error
- (c) selection error
- (d) non-sampling error

Answer : B

(23) What is the limitations of observation?

- (a) no use for studying past events or activities
- (b) not suitable for studying attitudes
- (c) both a and b
- (d) none of the above

Answer : C

(24) \_\_\_\_\_ is the difference between a measure obtained from a sample representing the population and the true measure that can be obtained only from the entire population.

- (a) Design error
- (b) sampling error
- (c) selection error
- (d) non-sampling error

Answer : B

(25) \_\_\_\_\_ describes as fully as possible the kind of information the decision maker needs.

- (a) exploratory research
- (b) clear research objectives
- (c) both a and b
- (d) none of the above

Answer : B

(26) \_\_\_\_\_ means that we should plan the experiment in a manner that we can perform a two-way analysis of variance.

- (a) the principle of replication
- (b) the principle of randomization
- (c) principle of local control
- (d) all of the above

Answer : C

(27) Which of these quantitative methods is favoured in Europe?

- (a) Telephone
- (b) Postal
- (c) Face to Face
- (d) Online

Answer : C

(28) In which survey method would you expect the response rate to be the

- (a) Telephonic survey
- (b) Personal interview
- (c) E Mail survey

Answer : C

(29) If you want to avoid observation bias, which method of observation would you recommend?

- (a) Mechanical observation
- (b) Audit
- (c) Personal observation
- (d) Trace analysis

Answer : A

(30) \_\_\_\_\_ requires a respondent to indicate a degree of agreement or disagreement with a variety of statement related to the attitudes or objects.

- (a) single item scale
- (b) Likert scale
- (c) comparative scale
- (d) rank order scale

Answer : B

(31) Which one of these is NOT an element of the MKIS?

- (a) Internal Records
- (b) Marketing Insight System
- (c) Marketing Research System
- (d) Analysis System

Answer : B

( ) SECTION C

(32) What is the key features of probability or random sampling?

- (a) provides a known non-zero chance of selection for each population element
- (b) easiest methods
- (c) involves drawing a sample from each stratum in proportion to the latter's share in the total population
- (d) all of the above

Answer : A

(33) Which of this is included in the personal selling decisions?

- (a) what customer types have the most potential?
- (b) what sales should be offered during the year?
- (c) what appeals should be used in the advertising?
- (d) how can brand loyalty be increased?

Answer : A

(34) It is used in experiments where the effects of varying more than one factor are to be determined.

- (a) randomized block design
- (b) Latin square design
- (c) factorial design
- (d) none of the above

Answer : C

Thus sampling involves drawing a sample from each stratum in proportion to the latter's share in the total population.

- (a) Probability or random sampling
- (b) Simple random sampling
- (c) Stratified random sampling
- (d) proportionate stratified sampling

Answer : D

(36) Which ONE of these is one of the four Ps of the marketing research mix (MR Mix) proposed by Bradley in the early 2000s?

- (a) Probability
- (b) Purpose
- (c) Parameter
- (d) Promotion

Answer : B

(37) Advantages of Mail survey are

- (a) They are less costly
- (b) They cover extensive geographical areas
- (c) It is totally free from the interviewers bias
- (d) Respondent can complete the questionnaires at their conveniences
- (e) All of the above

Answer : E

(38) In this step, one has to calculate the probability that then sample result would diverge as widely as it has from expectations.

- (a) Making a formal statement
- (b) Selecting a significant level
- (c) Deciding the distribution to use
- (d) Calculation of the probability

Answer : D