

Code : 302405

BBA 4th Semester Theory Examination, 2017

Social and Marketing Research Method

Time : 3 hours

Full Marks : 60

Instructions :

- (i) *There are seven questions in this Paper.*
- (ii) *Attempt five questions in all.*
- (iii) *Question No. 1 & 2 is compulsory.*
- (iv) *The marks are indicated in the right-side margin.*

1. Answer any six of the following: 2×6=12
 - A. What is the basic concept of Caste System?
 - B. Discuss the concept of value in work life.
 - C. Distinguish between Type I error and Type II error.
 - D. Highlight the difference between Nominal and Ordinal Scale with example.
 - E. What is the importance of chi-square test?
 - F. Distinguish between t-distribution and z-distribution.
 - G. Highlight the differences between open ended and close ended questionnaire.
 - H. What is the difference between null hypothesis and alternative hypothesis?
 - I. What is the formula of F-ratio in one way ANOVA?

P.T.O.

J. What are the different steps involved in project report preparation?

2. Answer any three of the following: 4×3=12
 - A. What is the difference of Indian and Western Culture?
 - B. What do you mean by research?
 - C. What is research problem?
 - D. Data collection is the backbone of business research. Discuss about the various techniques used for data collection.
 - E. What is qualitative research, and what are some examples?
3. Research process starts from problem definition to preparation of the report. Briefly describe the different steps involved in a research process. 12
4. Why is the methodology of doing marketing research important? What are the some elements of research methodology? 12
5. What is testing of hypothesis? Explain how it is useful for illustrating a research problem with two examples. 12
6. What is cluster analysis? Explain the difference between hierarchical clustering and non-hierarchical clustering. 12
7. What is factor analysis? Explain with an example. 12

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