

BBA 4th Semester Exam., 2019

SOCIAL AND MARKETING RESEARCH METHODS

Time : 3 hours

Full Marks : 60

Instructions:

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Choose the correct answer (any six) : 2×6=12

(a) Social problem means

- (i) state of affairs
- (ii) moral approach to problem
- (iii) personal problem
- (iv) family problem

(b) 'A pattern of behaviour that constitutes' is called

- (i) social problem
- (ii) economic problem
- (iii) political problem
- (iv) religious problem

(c) Which of the following is characteristic of social problem?

- (i) It affects on a large section of a society
- (ii) It always creates frustrations
- (iii) None of the above
- (iv) All of the above

(d) Which of the following is not characteristic of social problem?

- (i) It is generally regarded harmful for the society https://www.akubihar.com
- (ii) It has effect on a large section of a society
- (iii) It develops gradually and slowly
- (iv) All of the above

(e) Which of the following is not source of social problem?

- (i) Social change
- (ii) Poverty
- (iii) Personal development
- (iv) Personal disorganization

- (f) Density of population is very much related to
- (i) climate
 - (ii) political system
 - (iii) environmental study
 - (iv) economic condition
- (g) Which of the following does not very much influence the density of population?
- (i) Rainfall
 - (ii) Humidity
 - (iii) Soil fertility
 - (iv) Erosion
- (h) Delinquency is a kind of
- (i) abnormality
 - (ii) normality
 - (iii) illness
 - (iv) All of the above
- (i) Delinquency is a juvenile misconduct that might be dealt with under the law
- (i) Friedlander
 - (ii) Cyril Burt
 - (iii) Ogburn
 - (iv) Mamoria

- (j) Which of the following is the social cause of juvenile delinquency?
- (i) Broken homes
 - (ii) Poverty
 - (iii) Beggary
 - (iv) All of the above
2. Answer any *three* of the following short answer-type questions : 4×3=12
- (a) Explain the meaning of research hypothesis in context of research design.
 - (b) Differentiate between experimental and control groups.
 - (c) Differentiate between bivariate analysis and multivariate analysis.
 - (d) What do you mean by sample design? Discuss different types of sampling techniques with the help of examples.
 - (e) What is structural equation modelling?

Answer any *three* of the following long answer-type questions : 12×3=36

3. Explain the meaning of analysis of variance. Describe briefly the technique of analysis of variance for one-way and two-way classifications.

4. Discuss the characteristics of a good research report. What should be the size of the sample, if a simple random sample from a population of 4000 items is to be drawn to estimate the percent defective within 2 percent of the true value with 95.5 percent probability? Value of $p = 0.02$, $z = 2.005$ (as per table of area under normal curve for the given confidence level of 95.5%).
5. Discuss the different methods of collecting data with the help of suitable examples. Differentiate between observation and interview.
6. Discuss the different types of research reports. Elaborate the layout of the research report.
7. Explain the scope, importance and limitations of marketing research.

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