



Exam Seat No. _____

B. P. COLLEGE OF BUSINESS ADMINISTRATION

(Constituent College of Kadi Sarva Vishwavidyalaya)

BBA SEM – I

MCQ TEST September 2013

SUB: Advance Marketing Management (BBA 29)

Date: 10/09/13

Day: Tuesday

Total Marks: 60

Duration: 40 minutes

Instructions:

- All questions are compulsory.
 - All questions carry 2 marks each.
1. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
 - a. Marketing intelligence
 - b. Marketing research
 - c. Customer profiles
 - d. Internal secondary databases
 2. Marketing research is a function that links the consumer, customer and public to the _____ through information.
 - a. Audience
 - b. Market
 - c. Seller
 - d. Marketer
 3. Marketing Research can be classified into problem – identification research and problem - _____ research.
 - a. solving
 - b. probing.
 - c. creating
 - d. none of the above.
 4. Market Share Research is a part of _____.
 - a. Problem Identification Research
 - b. Problem Solving Research
 - c. Market involvement research
 - d. Problem Creating Research.
 5. Image research is a part of _____.
 - a. Problem Identification Research
 - b. Problem Solving Research
 - c. Market involvement research
 - d. Problem Creating Research.
 6. Sales Analysis Research is a part of _____.
 - a. Problem Identification Research
 - b. Problem Solving Research
 - c. Market involvement research
 - d. Problem Creating Research.
 7. Segmentation Research is a part of _____.
 - a. Problem Identification Research
 - b. Problem Solving Research
 - c. Market involvement research
 - d. Problem Creating Research.
 8. Distribution Research is a part of _____.
 - a. Problem Identification Research
 - b. Problem Solving Research
 - c. Market involvement research
 - d. Problem Creating Research.
 9. Promotion Research is a part of _____.
 - a. Problem Identification Research
 - b. Problem Solving Research
 - c. Market involvement research
 - d. Problem Creating Research.
 10. _____ is the first step of Marketing Research Process.
 - a. Problem Creating
 - b. Problem Definition.
 - c. Secondary research.
 - d. None of these.
 11. Report preparation and presentation is the _____ step of Marketing Research Process.
 - a. First
 - b. Third
 - c. Seventh
 - d. Last
 12. _____ is a framework or blueprint for conducting the marketing research project.
 - a. Research Design
 - b. Marketing Plan
 - c. Survey.
 - d. none of these
 13. In _____ one set of sample is drawn from the target population and information is obtained from this sample once.
 - a. Research Methodology

- b. Single Cross-sectional design
 - c. Longitudinal design
 - d. none of these
14. _____ is group of respondents who have agreed to provide information at specified intervals over extended period.
- a. Sample
 - b. Panel
 - c. Marketers
 - d. none of these
15. In _____ research we try to identify cause and effect relationship.
- a. Reasoning
 - b. Exploratory
 - c. Causal
 - d. Descriptive
16. _____ as criteria to evaluate secondary data includes expertise, credibility, reputation, and trustworthiness of source.
- a. Specification
 - b. Currency
 - c. Dependability
 - d. Nature
17. _____ as criteria to evaluate secondary data includes the definition of key variables, units of measurements, etc.
- a. Specification
 - b. Currency
 - c. Dependability
 - d. Nature
18. Bibliographic Data is categorized under _____ source of Secondary Data
- a. Internal
 - b. Computerized
 - c. Published Material
 - d. Syndicated Services
19. Statistical Data is categorized under _____ source of Secondary Data
- a. Internal
 - b. Computerized
 - c. Published Material
 - d. Syndicated Services
20. Census Data is categorized under _____ source of Secondary Data
- a. Internal
 - b. Computerized
 - c. Published Material
 - d. Syndicated Services
21. Psychological and Lifestyle Survey Data is categorized under _____ source of Secondary Data
- a. Internal
 - b. Computerized
 - c. Published Material
 - d. Syndicated Services
22. Retail and Wholesale Audit Data is categorized under _____ source of Secondary Data
- a. Internal
 - b. Computerized
 - c. Published Material
 - d. Syndicated Services
24. Electronic Scanner data is categorized under _____ source of Secondary Data
- a. Internal
 - b. Computerized
 - c. Published Material
 - d. Syndicated Services
25. In _____ the respondent sits in front of a computer terminal and answers a questionnaire on computer screen.
- a. Computer assisted Telephonic Interview
 - b. Computer assisted Personal Interview
 - c. Computer aided managerial Interview
 - d. None of these
26. In _____ researcher clearly defines the behaviors to be observed and the methods by which they will be measured.
- a. Disguised Observation
 - b. Undisguised Observation
 - c. Structured Observation
 - d. Unstructured Observation
27. Structured technique of data collection that consists of series of questions, written or verbal that respondent answers is _____.
- a. Observation
 - b. Questionnaire.
 - c. Unstructured Interview
 - d. None of these
28. Quota Sampling is Probability Sampling Technique.
- a. True
 - b. False
29. Judgmental sampling is Non Probability Sampling Technique.
- a. True
 - b. False
30. Snow Ball Sampling is a Probability Sampling Technique.
- a. True
 - b. False