

**VPM's**  
**Programme: EpMBA (2017-18)**  
**Batch:**  
**Semester Examination September 2018**

<b>Subject Name</b>	<b>Marketing Research &amp; Analytics</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>60</b>	<b>Duration</b>	<b>2 Hours</b>
<b>Total No. of pages</b>		<b>Date</b>	

1. Marketing Research is the function that links the consumer, customer and public to the \_\_\_\_\_ through information
  - a. **Marketer**
  - b. Govt.
  - c. Market
  - d. None of the above
  
2. 'Formulating an objective or theoretical framework', 'Analytical models', 'Research questions', 'Hypothesis' are part of which of the following stages of Marketing Research Process?
  - a. Problem Definition
  - b. Research Design Formulation
  - c. **Development of an Approach to the Problem**
  - d. None of the above
  
3. \_\_\_\_\_ is unstructured question in which (unlike in a multiple choice question) possible answers are not suggested, and the respondent answers it in his or her own words.
  - a. Closed ended questions
  - b. **Open ended questions**
  - c. Two way questions
  - d. None of the above
  
4. The interaction between the Decision Maker and the researcher should be characterized by:
  - a. Communication
  - b. Cooperation
  - c. Confidence
  - d. **All of the above**
  
5. \_\_\_\_\_ is designed to assist the decision makers in determining, evaluating and selecting the best course of action to take in a given solution
  - a. Exploratory Research
  - b. **Conclusive Research**
  - c. Both (a.) and (b.)
  - d. None of the above
  
6. \_\_\_\_\_ is a set of questions designed to generate the data necessary for accomplishing the objectives of the research project
  - a. **Questionnaire**
  - b. Data
  - c. Report

- d. None of the above
7. In \_\_\_\_\_ the researcher also participates in the action or events in order to not only observe others but to gain first-hand experience in the setting.
- In-depth Interviews
  - Direct observation
  - Participant observation**
  - None of the above
8. In \_\_\_\_\_ Research is undertaken to arrive at a solution. Findings of such research are used in marketing decisions that will solve specific marketing problems.
- Problem Solving Research**
  - Problem Identification
  - Research
  - Either (a.) or (b.)
  - None of the above
9. Value of \_\_\_\_\_ is obtained by measuring (e.g. Height of the students, distance travelled etc.)
- Discrete variable
  - Continuous variable**
  - Either (a.) or (b.)
  - None of the above
10. The process of \_\_\_\_\_ involves tasks such as - Discussions with Decision Makers, Interviews with Experts, Secondary Data Analysis and Qualitative Research
- Data Collection
  - Data Analysis
  - Defining the Problem**
  - None of the above
11. \_\_\_\_\_ explores the relationship between variables using statistical analyses
- Descriptive Design
  - Correlational Design**
  - Quasi-Experimental/ Causal Design
  - None of the above
12. \_\_\_\_\_ is Action oriented and Focuses on symptoms
- Management Decision Problem**
  - Marketing Research Problem
  - Both (a.) and (b.)
  - None of the above
13. \_\_\_\_\_ is a technique for determining the statistical relationship between two or more variables, where a change in a dependent variable is associated with, and depends on, a change in one or more independent variables
- Correlation
  - Regression**
  - Causation
  - None of the above

14. \_\_\_\_\_ do not depend on any other variable and its change is independent, without getting affected by any other variable in the experiment
- Dependent Variable
  - Independent Variable**
  - Both (a.) & (b.)
  - None of the above
15. \_\_\_\_\_ asks respondents to choose from a distinct set of pre-defined responses, such as “yes/no” or among a set multiple choice questions, thus questions are structured in nature
- Closed ended questions**
  - Open ended questions
  - Two way questions
  - None of the above
16. Political, Economy, Social & Cultural, Technology, Legal & Ecology are considered as \_\_\_\_\_
- Controllable Marketing Variables
  - Uncontrollable Environmental Factors**
  - Manufacturing factors
  - None of the above
17. \_\_\_\_\_ is the method of choosing a smaller, representative group of respondents with which to conduct research instead of the whole population.
- Research Design
  - Data Analysis
  - Sampling**
  - None of the above
18. Primary objective of \_\_\_\_\_ is to provide insights into, and an understanding of the problem confronting the researcher
- Exploratory Research**
  - Conclusive Research
  - Both (a.) and (b.)
  - None of the above
19. Value of \_\_\_\_\_ is obtained by counting (e.g. No. of students present in the class, No. of cars in the parking lot etc.)
- Discrete variable**
  - Continuous variable
  - Either (a.) or (b.)
  - None of the above

**20 to 23 (Match the pair, with most accurate answers)**

1. Nominal Scale	A. Sales, Market share, No. of Customers etc. (possesses all the properties of the nominal, ordinal and interval scales, and, in addition, an absolute zero point)
2. Ordinal Scale	B. Temperature – 35-degree (There is a constant or equal interval

	between two adjacent scale values and no 'true' zero)
3. Interval Scale	C. Ranks in classroom after exams – 1st, 2nd ,3 <sup>rd</sup> (numbers are assigned to objects to indicate the relative extent to which the objects possess some characteristic)
4. Ratio Scale	D. Gender: Female = 1, Male = 2 (the numbers serve only as labels or tags for identifying and classifying objects)

20. 1. \_\_\_\_\_ (A/ B/ C/ **D**)
21. 2. \_\_\_\_\_ (A/ B/ C/ D)
22. 3. \_\_\_\_\_ (A/ **B**/ C/ D)
23. 4. \_\_\_\_\_ (**A**/ B/ C/ D)
24. Data \_\_\_\_\_ involves assigning numbers or other symbols to answers so that the responses can be grouped into a limited number of categories.
- Cleaning
  - Coding**
  - Formatting
  - None of the above
25. Which of the following components are part of research Design?
- Define the information needed
  - Design the exploratory, descriptive and/or causal phases of the research
  - Develop a plan of data analysis
  - All of the above**
26. \_\_\_\_\_ is the most popular technique for indicating the relationship of one variable to another
- Correlation**
  - Regression
  - Causation
  - None of the above
27. \_\_\_\_\_ is something researcher trying to measure and It can be practically anything, such as objects, amounts of time, feelings, events, or ideas
- Factor
  - Variable**
  - Market
  - None of the above
28. In \_\_\_\_\_ researcher asks a predetermined list of questions or topics for discussion and allow the conversation to evolve based on how the participant responds.
- In-depth Interviews**
  - Focus group
  - Direct observation
  - None of the above

29. \_\_\_\_\_ seeks to establish a cause-effect relationship between two or more variables.
- Descriptive Design
  - Correlational Design
  - Quasi-Experimental/ Causal Design**
  - None of the above
30. While Defining the Problem for Marketing research, \_\_\_\_\_ needs to be considered
- Management Decision Problem
  - Marketing Research Problem
  - Both (a.) and (b.)**
  - None of the above
31. In \_\_\_\_\_ findings are conclusive in nature and used as input into managerial decision making
- Exploratory Research
  - Conclusive Research**
  - Both (a.) and (b.)
  - None of the above
32. 'Editing', 'coding' and 'verification of data' are part of which of the following stages of Marketing Research Process?
- Fieldwork or Data Collection
  - Data Preparation and Analysis**
  - Report Preparation & Presentation
  - None of the above
33. In \_\_\_\_\_ every nth person is selected from a list of the population. This can be costly if the sample is widespread.
- Convenience sampling
  - Systematic sampling**
  - Cluster sampling
  - None of the above
34. \_\_\_\_\_ changes as a result of the changes in the independent variable
- Dependent Variable**
  - Independent Variable
  - Both (a.) & (b.)
  - None of the above
35. In \_\_\_\_\_ a researcher engages a small group of participants in a conversation designed to generate data relevant to the research question.
- Open-ended surveys
  - Focus group**
  - Direct observation
  - None of the above
36. \_\_\_\_\_ is a type of conclusive research, aimed at obtaining evidence regarding cause & effect relationships
- Causal research**

- b. Descriptive Research
- c. Both (a.) and (b.)
- d. None of the above

**37 to 39 (Match the pair, with most accurate answers)**

1. Descriptive Analytics	A. Answers the question “What to do?” with the investigation results (e.g. E-commerce Product Recommendations)
2. Predictive Analytics	A. Answers the question “What might happen?” after investigating the past data (e.g. Machine Learning in E-commerce/ Maps)
3. Prescriptive Analytics	C. Answers the question “What Happened in the past?” (e.g. Sales Reports)

37. 1. \_\_\_\_\_ (A/ B/ C)  
 38. 2. \_\_\_\_\_ (A/ B/ C)  
 39. 3. \_\_\_\_\_ (A/ B/ C)

40. \_\_\_\_\_ is a framework or a blueprint for conducting the marketing research project

- a. **Research design**
- b. Market research
- c. Data Analysis
- d. None of the above

41. At ‘Fieldwork or Data Collection’ stage, data can be collected through:

- a. Primary Sources
- b. Secondary Sources
- c. **Both (a.) and (b.)**
- d. None of the above

42. Product, Pricing, Promotion & Distribution are considered as \_\_\_\_\_

- a. **Controllable Marketing Variables**
- b. Uncontrollable Environmental Factors
- c. Manufacturing factors
- d. None of the above

43. \_\_\_\_\_ is useful for testing the results gained by a series of qualitative experiments, leading to a final answer, and a narrowing down of possible directions for follow up research to take.

- a. **Quantitative Research**
- b. Qualitative Research
- c. Conclusive Research
- d. None of the above

44. Under \_\_\_\_\_ a researcher studies people as they go about their daily lives without participating or interfering.
- Open-ended surveys
  - Focus group
  - Direct observation**
  - None of the above
45. \_\_\_\_\_ is used when, researcher must 'Define the problem more precisely', 'Identify relevant courses of action' or 'Gain additional insights before an approach can be developed'
- Exploratory Research**
  - Conclusive Research
  - Both (a.) and (b.)
  - None of the above
46. In 'Problem definition' stage, Researcher should take into account:
- Purpose of the study
  - Relevant background information
  - How it will be used in Decision Making
  - All of the above**
47. Brand \_\_\_\_\_ identifies aspects of consumer response that need to be influenced by Marketing actions
- Personality
  - Architecture**
  - Positioning
  - None of the above
48. \_\_\_\_\_ simply means using a sample of willing volunteers. This method often results in bias and may only produce small samples.
- Convenience sampling**
  - Systematic sampling
  - Cluster sampling
  - None of the above
49. \_\_\_\_\_ is Information oriented and Focuses on the underlying causes
- Management Decision Problem
  - Marketing Research Problem**
  - Both (a.) and (b.)
  - None of the above
50. 'Questionnaire design', 'Sampling plan', 'Plan for data analysis' are part of which of the following stages of Marketing Research Process?
- Problem Definition
  - Research Design Formulation**
  - Development of an Approach to the Problem
  - None of the above
51. \_\_\_\_\_ is a type of conclusive research, aimed at describing something- usually market characteristics or functions
- Causal research

- b. **Descriptive Research**
  - c. Both (a.) and (b.)
  - d. None of the above
52. Data \_\_\_\_\_ involves Changes related to the constraints of the modeling tools, e.g. removing comma or tabs, trimming strings to maximum allowed number of characters, replacing special characters with allowed set of special characters.
- a. Cleaning
  - b. Coding
  - c. **Formatting**
  - d. None of the above
53. \_\_\_\_\_ uses in-depth studies of small groups of people to guide and support the construction of hypotheses
- a. Quantitative Research
  - b. **Qualitative Research**
  - c. Conclusive Research
  - d. None of the above
54. \_\_\_\_\_ computes monetary value of individual customer relationship
- a. Text Analytics
  - b. Brand Architecture
  - c. **Customer Lifetime Value (CLV)**
  - d. None of the above
55. Under \_\_\_\_\_ The primary data are qualitative in nature and Findings should be regarded as tentative or as input to further research
- a. **Exploratory Research**
  - b. Conclusive Research
  - c. Both (a.) and (b.)
  - d. None of the above
56. In \_\_\_\_\_ Research is undertaken to help identify problems that are, perhaps, not apparent on the surface and yet exist or are likely to arise in the future
- a. Problem Solving Research
  - b. **Problem Identification**
  - c. **Research**
  - d. Either (a.) or (b.)
  - e. None of the above

**57 to 60 (Match the pair, with most accurate answers)**

1. Random sampling	A. This uses random sampling from a specific area or cluster e.g. tourist towns when researching leisure hotels
2. Quota sampling	B. The appropriate market segment is first selected, for example, married men, then the sample is randomly selected from this segment.



3. Stratified sampling	C. People in the sample are chosen to reflect the proportions of different groups in the target market e.g. 80% over 60s, 20% under 60s when researching the market for mobility aids.
4. Cluster sampling	D. Everyone in the population has an equal chance of being chosen to be in the sample.

57. 1. \_\_\_\_\_ (A/ B/ C/ **D**)

58. 2. \_\_\_\_\_ (A/ B/ **C**/ D)

59. 3. \_\_\_\_\_ (A/ **B**/ C/ D)

60. 4. \_\_\_\_\_ (**A**/ B/ C/ D)