

Question Bank by Dr. Mrs. Lina R.Thatte

Dear Students

I have prepared a question bank here to help study the subject of market research with ease.

I hope you will find this question bank useful. In case of any query, contact me at lthatte@gmail.com

With Best Wishes

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SYBA MARKET RESEARCH TECHNIQUES QUESTION BANK

Unit 1

Q.1 Answer the following (each of 5 marks)

- i) What is market research?
- ii) Define marketing information systems.
- iii) What is research design?

Q.2 Answer the following (each of 7/8 marks)

- i) How is market research organized?
 - ii) Write a note on uses of market research.
 - iii) Outline the research process.
 - iv) Outline the steps in research design process.
 - v) What are the ethical issues in Market research?
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Unit 2

Q.1 Answer the following (each of 5 marks)

- i) What is primary data?
- ii) What is secondary data?.
- iii) what are the classical methods of collecting primary data?
- iv) Mention some important sources of economic data.
- v) Distinguish between primary and secondary data.
- vi) Distinguish between cross section and time series data.
- vii) Distinguish between qualitative and quantitative data.

Q.2 Answer the following (each of 7/8 marks)

- i) Describe the precautions in the use of secondary data.
- ii) Describe the merits and demerits and suitability of observation method.
- iii) Describe the merits and demerits and suitability of interview method
- iv) Describe the merits and demerits and suitability of questionnaire method.
- v) What are the criteria for choice of primary data collection method.
- vi) What are the various types of data?
- vii) Explain the difference between data, information and statistics.

Unit 3

Q.1 Answer the following (each of 5 marks)

- i) What is sampling frame?
- ii) What is complete enumeration?.
- iii) Define sampling.
- vii) Write a note on simple random sampling
- viii) Write a note on stratified random sampling.
- ix) Write a note on systematic sampling.
- x) Write a note on multi stage sampling.
- xi) Write a note on sequential sampling.

Q.2 Answer the following (each of 7/8 marks)

- i) Discuss the merits and demerits of sampling?
 - ii) Describe the circumstances favoring census survey.
 - iii) Describe non-probability sampling designs.
 - iv) How is sample size decided by the researcher?.
 - v) Describe the essentials of a good sample.
 - v) Define sampling errors.
 - vi) Define non-sampling error.
 - vii) Distinguish between census and sample survey.
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