

TB174635C

Reg.No:

Name:

BMS DEGREE (C.B.C.S.S) EXAMINATION, MARCH 2019
(2017 Admissions Regular, 2016 Admissions Improvement/Supplementary & 2015
Admissions Supplementary)
SEMESTER IV - CORE COURSE (INTERNATIONAL BUSINESS)
CO4B07TB - BUSINESS RESEARCH METHODS

Time: Three Hours

Maximum Marks: 80

PART A

I Answer all questions. Each question carries 1 mark

1. What is a Research Brief?
2. Define a Population.
3. What is a Hypothesis?
4. Define FGD.
5. What do you understand by Test marketing?
6. Name any two sources of consumer insights.

(6x1 =6)

PART B

II Answer any seven questions. Each question carries 2 marks

7. Differentiate between Market Research Problem and Management Decision Problem.
8. What are the types of Projective Techniques in exploratory research?
9. What are the methods employed in descriptive research?
10. Distinguish between customized and syndicated research organisations.
11. Differentiate between Simple Random Sampling and Systematic Random Sampling.
12. What is a Pilot Study? What are its advantages?
13. What is the difference between a structured and unstructured questionnaire?
14. What do you understand by the term 'Literature Review'?
15. Diagrammatically represent the stages in research design
16. What are the advantages of a ratio scale?

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. Discuss the conditions for causality with examples.
18. Compare and contrast exploratory and conclusive research.
19. Which is preferred in Market Research- Probability or Non-probability Sampling?

20. What are the types of Market Research?
21. Discuss why there is a growing need for Market Research in today's world.
22. Elaborate on the emerging trends in market research.
23. In Market Research terms, what is an experiment? List the type of experiments.
24. Highlight the various ethical dimensions of market research citing examples.

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. Design a questionnaire to be administered to college graduates to capture consumer perception about B-Schools in Kerala.
26. Discuss Sampling techniques in Market Research with sufficient examples.
27. Elucidate on the role of technology in Management decision making, from market research perspective.
28. Elaborate on the various aspects to be factored in during questionnaire design.

(2x15=30)