

TB244955Y

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024
2022 ADMISSIONS REGULAR
SEMESTER IV - CORE COURSE (INTERNATIONAL BUSINESS)
MS4B12B18 - Business Research Methods

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What is a Research Brief? List its components.
2. Define a Population. How is it different from a Sample?
3. Define Snowball sampling and Cluster sampling.
4. What is Purposive Sampling? How is it different from Convenience Sampling?
5. Which is the highest order scale? Why is it called so?
6. What is the difference between a structured and unstructured questionnaire?
7. What are the implications of consumer insights in marketing?
8. List out the types of Projective Techniques in exploratory research.
9. What are the advantages of rating over ranking questions in a questionnaire?
10. Give two examples each of Parametric and Nonparametric tests.
11. Differentiate between potential market, target market and Available market
12. Arrange in following in the logical order in which they appear in the MR process. Research Question Formulation, Hypothesis Development, Marketing Research Problem, Conceptual Model development

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Explain causality using a simple example.
14. Discuss the conditions for causality with examples.
15. Discuss some market research possibilities in the F&B sector under the segment of 'premium cookies'.
16. What is a scaling technique? What are the types of scaling techniques?
17. Specify the salient aspects of 'Observation' as a mode of descriptive research.
18. Explain the non-probability sampling techniques.
19. Differentiate between tests of association, tests of difference and tests of dependence with the help of examples.
20. Why is statistical analysis performed over and above descriptive statistics?
21. Discuss the context in which a researcher would use (i) Cluster sampling (ii) Judgemental Sampling . Why is convenience sampling not a preferred mode of sampling?

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Elaborate on the components of conclusive research with examples.
23. Discuss Scaling techniques in Market Research with sufficient examples.
24. Imagine that you have opened an elite theme restaurant by the name 'Rainforest Café' in the heart of Kochi city. What are the likely issues you may have to address as part of Problem Solving Research. (All



assumptions made by the student need to be specifically mentioned at the beginning of the answer).

25. Create a Market Research Brief for any well known jewellery brand of your choice to be shared with the research agency (Prepare the brief based on any hypothetical situation involving the brand)

