

**TB214640W**

**Reg. No : .....**

**Name : .....**

**BMS DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023**

(2021 Admissions Regular, 2020 Admissions Supplementary / Improvement, 2019 & 2018 Admissions Supplementary)

**SEMESTER IV - CORE COURSE (BACHELOR OF MANAGEMENT STUDIES ( INTERNATIONAL BUSINESS )**

**MS4B12B18 - BUSINESS RESEARCH METHODS**

**Time : 3 hours Hours**

**Maximum Marks : 80**

**Part A**

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

**(10x2=20)**

1. What statistical parameters can be estimated on ordinal scaled data?
2. What do you understand by experimental design. Cite an example.
3. Differentiate between Probability and Non-probability Sampling.
4. Cite an example of a syndicated research organization explaining what it means.
5. Define a sample statistic and distinguish it from sample.
6. What is a Pilot Study? What are its advantages?
7. Distinguish between customized and syndicated research organisations.
8. Differentiate between Simple Random Sampling and Systematic Random Sampling.
9. What is constant sum scaling? How is different from Rank order scales?
10. What do you understand by Competitor intelligence?
11. What is descriptive statistics? Why is it necessary in any research report?
12. Give two examples each of Parametric and Nonparametric tests.

**Part B**

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

**(6x5=30)**

13. Discuss the conditions for causality with examples.
14. Compare and contrast exploratory and conclusive research.
15. How can Internal databases in companies act as a tool for market research?
16. Discuss some market research possibilities in the F&B sector under the segment of 'premium cookies'.
17. What is a scale? What are the types of measurement scales?
18. Elaborate on the non-comparative scaling techniques.
19. Distinguish between Parametric and Non-Parametric tests.
20. Identify the scenarios in which t-test & Linear Regression are used with examples.
21. Elaborate on the role of digitization in reforming market research trends.

**Part C**

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

**(2x15=30)**

22. Elaborate on the various aspects to be factored in during questionnaire design.
23. Describe the process of preparing a research design.

24. Create a market research brief for Dettol Hand Sanitiser with the purpose of educating the target market about its advantages over alternatives like Handwash and soap.
25. Discuss the concept of experimental research in depth. Highlight the reason it is preferred to other forms of research.