

TB154635C

Reg. No: .....

Name: .....

**BMS DEGREE (C.B.C.S.) EXAMINATION, MARCH 2017**  
**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 research methodology?
2. What is a synopsis?
3. What is observation?
4. Define a sample.
5. What is isomorphism?
6. Define consumer insight.

**(6x1=6)**

**PART B**

**II Answer any seven questions. Each question carries 2 marks**

7. Explain how the 'methodology' section in a business plan is developed.
8. What is a research design? Explain.
9. Compare and contrast qualitative and quantitative research.
10. Explain two situations wherein sampling frame is developed.
11. What is a syndicated service?
12. Explain briefly fundamental scales.
13. What are the components of the main body of the report?
14. What are the most frequent scales used for analyzing qualitative data?
15. What is a consumer insight group?
16. What is the major tool of research used in mapping the past behavior of the consumer?

**(7x2=14)**

**PART C**

**III Answer any five questions. Each question carries 6 marks**

17. Explain the process of defining the marketing research problem.
18. What is the role of interpretation in research?
19. What is FGD? What are the main characteristics of FGD?
20. How was marketing research helpful in relaunching Kellogg's breakfast cereal in India?
21. Compare quota sampling and stratified sampling techniques.
22. What is non-comparative scaling? Explain.
23. What are the advantages of ratio scale?
24. What are the steps in data preparation?

**(5x6=30)**

**PART D**

**IV Answer any two questions. Each question carries 15 marks**

25. Explain the role of marketing research in marketing management.
26. What is research design? Explain the different aspects of research design.
27. Compare and contrast the fundamental types of research designs.
28. Explain projective techniques.

**(2x15=30)**