



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment –II April 2025
Semester VI

Class: III UG
Major: BBA (RM)

Time: 2 Hours
Max. Marks: 60

21BREC26 – Market Research

Course Outcomes:

1. Formulate the concept of Marketing Research.
2. Develop knowledge on primary and secondary data collection methods.
3. Apply Scaling techniques in Marketing Research.
4. Select the Sampling Techniques.
5. Develop knowledge about applications of marketing research in real situations.

Part- A

Choose the correct the answer

(6x1=6)

1. From the following sampling methods, choose the probability method? **CO3:K2**
a) Judgment b) Quota c) Simple random d) Convenience
2. Which of the following is not a type of Non-probability Sampling? **CO3:K2**
a) Quota sampling b) Convenience sampling
c) Snowball sampling d) Stratified random sampling
3. _____ is a numerical scale, where the order of the variable is known as well as the difference between these variables **CO4:K1**
a) Interval scale b) Ratio scale c) Ordinal sale d) Nominal scale
4. Which one is the true example of primary data from the following options? **CO4:K1**
a) Journal b) Book c) Census Report d) Newspaper
5. The method of collecting primary data is called **CO5:K1**
a) Questionnaire and schedule method b) Observation and Interview method
c) a) and b) d) All of the above
6. Which of the following is a non-probability sampling method? **CO5:K1**
(a) Simple random sampling (b) Systematic sampling
(c) Cluster sampling (d) Quota sampling

Part - B

Answer all the questions

3 x 6 = 18

7. a) Explain the Multi dimensional scaling. **CO3:K3**
(or)
b) Write notes on Qualitative and Quantitative data. **CO3:K2**
8. a) Describe about Primary data and its Types. **CO4:K3**
(or)
b) Write short notes on Secondary data and its Types. **CO4:K2**
9. a) Explain the application of Measurement of Central Tendency? **CO5:K2**
(or)
b) Explain the techniques of Writing Interpretation. **CO5:K3**

Part - C

Answer all the questions

3 x 12 = 36

10. a) Elaborate Probability Sampling and its Types. **CO3:K2**
(or)
b) Explain Non-probability Sampling and its Types. **CO3:K4**
11. a) Write briefly on Editing, Coding and Classification. **CO4:K3**
(or)
b) Explain Tabulation in detail with examples. **CO4:K4**
12. a) Illustrate the Significance of Report Writing. **CO5:K3**
(or)
b) Elaborate the various types of Layout? Explain. **CO5:K4**