



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

Bachelor's Degree Arrear Examination – November 2025

VI Semester

Batch : 2022 Arrear
Major : BBA Retail Management

Time: 3 Hours
Max. Marks: 100

21BREC26 Market Research

Course outcomes:

- CO1: Formulate the concept of marketing research.
- CO2: Develop knowledge on primary and secondary data collection methods.
- CO3: Apply scaling techniques in Marketing Research.
- CO4: Select the Sampling Techniques.
- CO5: Develop knowledge about applications of marketing research in real situations.

Part A

10 x 1 = 10

Choose the Correct Answer

1. Identify the key characteristic of good market research CO1:K1
 - a. It is based on intuition and guesswork.
 - b. It relies solely on a single data collection method.
 - c. It is a systematic and objective process.
 - d. It only uses secondary data.
2. In order to pursue research _____ is required in prior. CO1:K1
 - a. Developing a research design
 - b. Formulating a research question
 - c. Deciding data analysis procedure
 - d. Formulating a research hypothesis
3. Mention the primary purpose of a control group in a scientific experiment? CO2:K1
 - a. To increase the total number of participants in the study.
 - b. To introduce confounding variables to the study.
 - c. To receive a different dosage of the treatment.
 - d. To serve as a baseline for comparison.
4. The primary purpose of using a Latin Square (LS) design in market research is to CO2:K1
 - a. Test the interaction effects between two or more variables.
 - b. Control for a single source of extraneous variation.
 - c. Control for two sources of extraneous variation.
 - d. Use a large number of treatments and participants.
5. Which of the following is NOT a type of non-probability sampling? CO3:K2
 - a. Quota sampling
 - b. Stratified random sampling
 - c. Convenience sampling
 - d. Snowball sampling
6. In this sampling method, the population is divided into "clusters," and a random sample of these clusters is selected. All individuals within the chosen clusters are then included in the sample. Identify this method. CO3:K2
 - a. Simple Random Sampling
 - b. Stratified Sampling
 - c. Cluster Sampling
 - d. Purposive Sampling
7. Mention from the following that describes data collected directly from the original source for a specific research purpose CO4:K1
 - a. Primary data
 - b. Secondary data
 - c. Qualitative data
 - d. Tertiary data
8. The highest level of measurement scale, which has a true zero point and allows for meaningful ratios, is the CO4:K2
 - a. Nominal scale
 - b. Ordinal scale
 - c. Interval scale
 - d. Ratio scale
9. Measures of central tendency does not include CO5:K2
 - a. Mean
 - b. Median
 - c. Mode
 - d. Standard Deviation
10. The final step in marketing research is CO5:K2
 - a. Layout
 - b. Performance
 - c. Testing
 - d. Report writing

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.b. List out the characteristics of a good hypothesis. CO1:K2
- 12.a. Briefly explain the need of Experimental and control groups. CO2:K2
(Or)
- 12.b. Write a note on Randomized Block design and Latin Square design. CO2:K2
- 13.a. Distinguish between probability and non-probability sampling. CO3:K2
(Or)
- 13.b. Describe the different types of measurement scales used in marketing research. CO3:K2
- 14.a. Write a note on the importance of data editing and coding with suitable examples in the research process. CO4:K2
(Or)
- 14.b. Explain the key steps involved in data preparation in brief. CO4:K2
- 15.a. Discuss the techniques for effective interpretation of research findings. CO5:K2
(Or)
- 15.b. Explain in brief the significance of a well-written research report. CO5:K2

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Describe the marketing research process in detail. CO1:K2
(Or)
- 16.b. Discuss the various types of research. Explain how a researcher would choose an appropriate research for a given problem. CO1:K2
- 17.a. What is an experimental design? Explain the "After-only with control design" and "Before-and- After with control design" with their respective merits and demerits. CO2:K2
(Or)
- 17.b. Elaborate on the different types of complex random sampling techniques. CO2:K2
- 18.a. Explain the concept of sampling size estimation and the factors that influence the determination of sample size. CO3:K2
(Or)
18. b. Describe the different techniques of multi-dimensional scaling and its applications in marketing research. CO3K4
- 19.a. Differentiate between primary and secondary data. Discuss the various sources and Methods of collecting each type of data. CO4K2
(Or)
- 19.b. Explain the process of handling missing values and outliers during data preparation. CO4:K2
- 20.a. Explain the measures of central tendency and its importance in decision making. CO5K2
(Or)
- 20.b. Discuss the different components and layout of a comprehensive marketing research report. What are the ethical considerations in report writing? CO5:K2