



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12 B
Coimbatore-641 043, Tamil Nadu, India

Continuous Internal Assessment –I February 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. Name the conceptual framework in which the research is carried out? CO1:K1
a) Research hypothesis b) Synopsis of Research
c) Research paradigm d) Research design
2. To pursue the research, which of the following is first required? CO1:K1
a) Developing a research design b) Formulating a research question
c) Deciding about the data analysis procedure d) Formulating a research hypothesis
3. State the conditions in which Type-I error occurs? CO1:K1
a) The null hypotheses get accepted even if it is false
b) The null hypotheses get rejected even if it is true
c) Both the null hypotheses as well as alternative hypotheses are rejected
d) None of the above
4. The preliminary step of research is _____ CO2:K1
(a) Selecting a problem (b) Searching a problem
(c) Finding a problem (d) Identifying a problem
5. A hypothesis is a _____ CO2:K1
(a) Tentative statement whose validity is still to be tested
(b) Supposition which is based on the past experiences
(c) Statement of fact
(d) All of the above
6. Which of the following is a non-probability sampling method? CO3: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) Discuss detail about Market Research and its role. CO1:K3
(or)
b) Explain Market Research characteristics and its types. CO1:K2
8. a) Write about Experimental and Control groups. CO2:K3
(or)
b) Write short note on CR design, RB design and LS design. CO2:K2
9. a) Write about concept and types of Sample design. CO3:K2
(or)
b) Discuss about Sample Survey. CO3:K3

Part - C

Answer all the questions

3 x 12 = 36

10. a) Describe about problem identification and its definition in market research. CO1:K2
(or)
b) Explain detail about Research Hypothesis in research design. CO1:K4
11. a) Explain Research Process in details with the help of a diagram. CO2:K3
(or)
b) Explain about before and after with Control Design. CO2:K4
12. a) Explain: Dependent variable, Independent Variable and Extraneous variable. CO3:K3
(or)
b) Briefly explain about Sample size Determination. CO3:K4

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