



W. Gambell

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 Examination – May 2025

VI Semester

Class : III UG
Major : 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. What is the primary objective of marketing research? CO1K1
 - a. To increase sales
 - b. To analyze market trends
 - c. To identify and solve marketing problems
 - d. To develop new products
2. Identify the process of marketing research includes which of the following steps. CO1K2
 - a. Hypothesis testing
 - b. Problem identification and definition
 - c. Product launch
 - d. Production scaling.
3. Interpret the primary purpose of a control group in an experimental design. CO2K1
 - a. To provide a baseline for comparison with the experimental group
 - b. To apply the treatment being tested
 - c. To collect additional data unrelated to the experiment
 - d. To eliminate the need for a dependent variable
4. Show the experimental design is used when researchers want to study the effects of multiple independent variables simultaneously. CO2K1
 - a. LS Design
 - b. Factorial Design
 - c. CR Design
 - d. Randomized Block Design.
5. Identify the main objective of sample design in research CO3K2
 - a. Reducing sample errors
 - b. Ensuring data manipulation
 - c. Increasing survey costs
 - d. Avoiding data collection
6. Choose the complex random sampling technique. CO3K1
 - a. Systematic Sampling
 - b. Judgmental Sampling
 - c. Convenience Sampling
 - d. Quota Sampling
7. Which of the following is an example of primary data collection? CO4K1
 - a. Government reports
 - b. Surveys and questionnaires
 - c. Newspaper articles
 - d. Research papers
8. The 'Secondary data' refers to: _____ CO4K2
 - a. Data collected directly from respondents
 - b. Data that has already been collected and published
 - c. Data collected through experiments
 - d. Data collected in real-time.
9. What does correlation measure? CO5K1
 - a. The average value of data
 - b. The spread of data
 - c. The relationship between two variables
 - d. The number of observations.
10. Infer the measure of dispersion shows the average deviation from the mean.

a. Range	b. Standard Deviation	c. Mode	d. Median	CO5K2
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Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Interpret the role of marketing research in decision-making. CO1K2
(or)
- 11.b. Explain the characteristics of marketing research. CO1K2
- 12.a. Define experimental research and explain its key concepts. CO2K1
(or)
- 12.b. Explain the different types of experimental designs. CO2K2
- 13.a. Interpret the types of sampling methods with examples. CO3K2
(or)
- 13.b. Explain Sample Size Determination and factors affecting it. CO3K2
- 14.a. Express the meaning of 'data collection' and explain Primary and Secondary Data with examples. CO4K2
(or)
- 14.b. Analyze the process of Data Preparation. Why is it important in research? CO4K4
- 15.a. Show the Interpretation in research and explain its meaning and techniques. CO5K2
(or)
- 15.b. Examine the applications of Measures of Central Tendency, Dispersion, and Relationship with meaning of data analysis. CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Discuss the different types of marketing research. CO1K2
(or)
- 16.b. Explain the process of marketing research and its importance. CO1K2
- 17.a. Interpret the completely Randomized (CR) Design and its advantages and limitations. CO2K3
(or)
- 17.b. Justify the factorial Design and its application in marketing research. CO2K4
- 18.a. Discuss Complex Random Sampling and its significance. CO3K4
(or)
- 18.b. Define 'Measurement and Scaling'. Discuss different types of measurement scales. CO3K2
- 19.a. Determine the Missing Values and Outliers? How are they handled in data analysis? CO4K3
(or)
- 19.b. Compare and Distinguish Between Primary Data and Secondary Data. CO4K2
- 20.a. Discuss the significance of Report Writing in research. Explain the steps and layout of a research report. CO5K4
(or)
- 20.b. Discuss the advantages and limitations of report writing. CO5K3
