



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FOURTH SEMESTER – APRIL 2023**

**UBU 4502 – BUSINESS RESEARCH METHODOLOGY**

Date: 11-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART – A**

**Q. No Answer ALL Questions**

**(10 x 2 = 20 Marks)**

- 1 What is Sampling in research methodology?
- 2 Define Causal research design.
- 3 What is Primary data?
- 4 What is a Hypothesis?
- 5 Define Nominal scale.
- 6 What is a Likert scale?
- 7 What is a Sampling frame?
- 8 Define Confidence level.
- 9 When to use Z-Test?
- 10 Give a significance of Chi-Square Analysis.

**PART – B**

**Answer any FOUR Questions**

**(4 x 10 = 40 Marks)**

- 11 Describe the steps involved in the research process of marketing research.
- 12 Explain the difference between exploratory and conclusive research designs.
- 13 Describe the factors that affect the response rate in survey research.
- 14 Explain potential sources of error in Marketing Research.
- 15 Discuss the criteria for evaluating secondary data and explain the sources of secondary data.
- 16 Differentiate between comparative and non-comparative scaling techniques, and list some examples for each type.
- 17 Explain the statistical tools commonly used in research and what are their main functions?

**PART – C**

**Answer any TWO Questions**

**(2 x 20 = 40 Marks)**

- 18 Discuss the Marketing Research Proposal and explain its components.
- 19 Explain the process for designing an effective questionnaire.
- 20 Compare and contrast the advantages and disadvantages of using probability and non-probability sampling in survey research.
- 21 Describe different components of a research report format, and how do they help to communicate research findings effectively to stakeholders?

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