LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

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

FOURTH SEMESTER – **APRIL 2025**

UBU 4502 – BUSINESS RESEARCH METHODOLOGY

Date: 02-05-2025   Dept. No.   Max. : 100 Marks
Time: 09:00 AM - 12:00 PM

	SECTION A - K1 (CO1)	
	Answer ALL the Questions	**(10 x 1 = 10)**
1.	**Definitions**	
a)	Marketing Research	
b)	Research Design	
c)	Test Marketing	
d)	Scaling Technique	
e)	Sampling Technique	
2.	**Fill in the blanks**	
a)	_____focuses on describing characteristics of a market or consumer behavior.	
b)	_____used to determine cause-and-effect relationships by manipulating one variable and observing the effect on another	
c)	Dichotomous are _____ Questions.	
d)	_____is the process of presenting the findings of the research in a clear, structured, and concise format.	
e)	_____explains how the research was conducted (data collection methods, sample size, etc.).	
	SECTION A - K2 (CO1)	
	Answer ALL the Questions	**(10 x 1 = 10)**
3.	**Match the following**	
a)	Marketing Research - data collection through observing behaviors	
b)	Secondary Data - the overall process of gathering and analyzing data	
c)	Observation Method - pre existing data collected for another purpose	
d)	Scale Characteristics - a representative subset of a larger population	
e)	Sample - features of measurement scales used to quantify responses	
4.	True or False	
a)	Primary data refers to data collected firsthand by the researcher for the specific purpose of the research study	
b)	Mystery shopping is a research technique where individuals are hired to pose as customers to evaluate service quality, product offerings, and overall customer experience	

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c)	Scale characteristics refer to the properties of measurement scales used in marketing research.
d)	Chi-square analysis is a statistical test used to examine whether there is a significant association between two categorical variables.
e)	The research methodology section provides detailed information on the research design, data collection methods, sample size, and analytical techniques used in the study.

SECTION B - K3 (CO2)

Answer any TWO of the following in 100 words each. **(2 x 10 = 20)**

5.	Present the objectives of Marketing Research.
6.	Prepare the advantages of Primary Data.
7.	Examine the characteristics of a Scale.
8.	Describe the determination of sample size.

SECTION C – K4 (CO3)

Answer any TWO of the following in 100 words each. **(2 x 10 = 20)**

9.	Analyze Marketing Research Process.
10.	Explain Qualitative and Quantitative Research.
11.	Explain the Kinds of Experimental Designs.
12.	Illustrate the Questionnaire Design Process.

SECTION D – K5 (CO4)

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

13.	Assess Marketing Research and Competitive Intelligence.
14.	Comment on the various survey methods.

SECTION E – K6 (CO5)

Answer any ONE of the following in 250 words **(1 x 20 = 20)**

15.	Explain in detail the Comparative and Non Comparative Scaling Techniques.
16.	Develop the format to prepare a Research Report.

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