



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2022

UBU 4502 – BUSINESS RESEARCH METHODOLOGY

Date: 18-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART - A

Answer All the Questions:

(10*2=20 Marks)

1. What is Marketing Research?
2. What is Research Supplier?
3. Define Research Design.
4. What is Marketing Research Proposal?
5. What do you mean by Observation Method?
6. What do you mean by Qualitative Research?
7. Give the meaning of Measurement.
8. Define Scaling.
9. How do you test Small Samples?
10. What is a Research Report?

PART – B

Answer any FOUR Questions:

(4*10=40 Marks)

11. Explain Marketing Research Process.
12. Distinguish between Qualitative and Quantitative Research.
13. What are the classifications of Research Design?
14. Elaborate the limitations of Experimentation.
15. Distinguish Between Questionnaire and Schedules.
16. Discuss the determinants of Sample Size.
17. Explain the research report Preparation.

PART – C

Answer any TWO Questions:

(2*20=40 Marks)

18. Briefly explain the Classification of Marketing Research.
19. Enumerate the different Methods of Collecting data.
20. Describe about the different Scales.
21. Explain the various technique of sampling methods in business research.
