M.B.A - DEGREE EXAMINATIONS, APRIL / MAY 2023
Second Semester
Master of Business Administration
20MBT206 - BUSINESS RESEARCH METHODS
(Regulations2020)

Duration: 3 Hours   Max. Marks: 100

PART-A (10 × 2 = 20 Marks)
Answer ALL Questions

		Marks, K-Level, CO
1.	Define Research.	2,K1,CO1
2.	Infer the meaning of hypothesis.	2,K2,CO1
3.	Paraphrase the term exploratory research design.	2,K2,CO2
4.	Tell about the ordinal scale.	2,K1,CO2
5.	Cite out the meaning of the term thematic analysis.	2,K2,CO3
6.	Extract the term smoothing techniques.	2,K2,CO3
7.	Recite out the tabulation of data.	2,K1,CO4
8.	Infer the term bivariate analysis.	2,K2,CO4
9.	Extract the characteristics of an Effective Research Report.	2,K2,CO5
10.	Memorize the Ethical issues related to publishing.	2,K1,CO5

PART - B (5 × 13 = 65 Marks)
Answer ALL Questions

11.	a)	Interpret the research process and types.	13,K2,CO1
		OR	
	b)	Explain hypothesis in detailed manner.	13,K2,CO1
12.	a)	Explain research design fully.	13,K1,CO2
		OR	
	b)	Describe the scaling techniques.	13,K1,CO2
13.	a)	Analyze the data collection.	13,K4,CO3
		OR	
	b)	Examine sampling techniques with its errors.	13,K4,CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **11958**

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14. a) Evaluate the various processing stages after the data collection in summarized manner.   *13,K5,CO4*

<div align="center">OR</div>

b) Criticize the application of statistical software for data analysis by considering various statistical tools.   *13,K5,CO4*

15. a)   (i) Interpret the report writing.   *7,K2,CO5*

        (ii) Classify the report.   *6,K2,CO5*

<div align="center">OR</div>

b) Summarize the ethics in research.   *13,K2,CO5*

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PART - C (1 × 15 = 15 Marks)
(Compulsory)

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16. a) Plan an article as a researcher and publish the same. Write the various stages you have to take care.   *15,K3,CO5*