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Question Paper Code	12467
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2023
Second Semester
Master of Business Administration
20MBT206 - BUSINESS RESEARCH METHODS
(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

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

- | | <i>Marks,
K-Level, CO</i> |
|--|-------------------------------|
| 1. Identify the criteria of good research. | <i>2,K1,CO1</i> |
| 2. What is Null Hypothesis? | <i>2,K1,CO1</i> |
| 3. List the different types of validity. | <i>2,K1,CO2</i> |
| 4. Summarize the term Experimental Research design. | <i>2,K2,CO2</i> |
| 5. State the meaning of Pilot Study. | <i>2,K1,CO3</i> |
| 6. Define structured interview. | <i>2,K2,CO3</i> |
| 7. Point out the meaning of Univariate analysis. | <i>2,K2,CO4</i> |
| 8. Compare Parametric test vs Non- Parametric Test. | <i>2,K2,CO4</i> |
| 9. Relate any four features of a good Research Report. | <i>2,K2,CO5</i> |
| 10. How is ethics defined in research? | <i>2,K1,CO5</i> |

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

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|---|------------------|
| 11. a) Describe the different steps involved in a Research process. | <i>13,K2,CO1</i> |
| OR | |
| b) Examine the various types of Research and their relative merits and demerits with suitable examples. | <i>13,K4,CO1</i> |
| 12. a) What is validity? Distinguish between reliability and validity. | <i>13,K2,CO2</i> |
| OR | |
| b) Explain the various types of scaling and also states their advantages. | <i>13,K2,CO2</i> |
| 13. a) Elaborate in detail various sampling techniques. | <i>13,K2,CO3</i> |
| OR | |
| b) Explain the methods available for collecting primary data. | <i>13,K2,CO3</i> |

14. a) What do you mean by Multi-dimensional scaling(MDS)? Summarize the uses and process of conducting MDS. *13,K2,CO4*

OR

- b) Enumerate the concept of factor analysis with example. *13,K2,CO4*

15. a) Illustrate the precautions that need to be taken while report writing. *13,K2,CO5*

OR

- b) Summarise the guidelines that helps in making a presentation effective. *13,K2,CO5*

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

16. a) “Every Data collection method has its own built-in-biases. Therefore, resorting to in Multi-Methods of data collection is only going to compound the biases”. How would you critique this statement? *15,K4,CO3*