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Question Paper Code	13328
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2024

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</i>	<i>K- Level</i>	<i>CO</i>
1. Define research in your own words.	2	K1	CO1
2. Recall at least three sources from which a researcher can derive hypotheses for a study on environmental sustainability.	2	K1	CO1
3. Provide an example from real life that illustrates the use of a nominal scale in research.	2	K2	CO2
4. Interpret the definition of research design.	2	K2	CO2
5. Identify the advantages of capturing real-time data compared to relying solely on surveys or interviews.	2	K3	CO3
6. Construct an example of a panel method used in market research.	2	K3	CO3
7. Analyse the common issues encountered in Multidimensional Scaling (MDS) when applied to data analysis.	2	K4	CO4
8. Distinguish Multiple Regression and Discriminant Analysis.	2	K2	CO4
9. Evaluate the significance of including a letter of transmittal in a research report.	2	K4	CO5
10. Interpret the meaning of “review of literature” within the context of a research report.	2	K4	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain how an real estate company can use a structured research process to identify optimal locations for new residential developments.	13	K2	CO1
OR			
Outline the key steps involved in the research process and explain how each step contributes to the overall success of a research study.	13	K2	CO1
12. a) Explain the scaling techniques using examples from customer satisfaction surveys.	13	K2	CO2
OR			
b) In what ways can researchers ensure the validity of their study results, using examples from employee Job satisfaction studies? Describe.	13	K2	CO2

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

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13. a) Identify the various non-probability sampling techniques and explain with suitable examples. 13 K3 CO3

OR

b) Develop a questionnaire aimed at measuring customer satisfaction towards net banking facility by any bank of your choice. 13 K3 CO3

14. a) Examine the cluster analysis steps in detail and highlight its practical application in market segmentation strategies. 13 K4 CO4

OR

b) Examine factor analysis process with a focus on its application in market research. 13 K4 CO4

15. a) Assume a research topic and give the complete format of its research report. Also explain the uses of various sections of the report. 13 K2 CO5

OR

b) Explain the different types of report in detail and state the circumstances when each report will be prepared. 13 K2 CO5

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

16. a) A Tax consultants wonders whether he should be more selective about the class of clients he serves so as to maximize his income. He usually deals with four categories of clients: very rich, rich, upper middle class and middle class. He has record of each and every clients he served, the taxes paid by them and how much he has charged them. Since many particulars in respect of the clients vary (number of dependents, business deductibles etc.) irrespective of the category they belong to, he would like an appropriate analysis to be done to see which among the four categories of clientele he should choose to continue to serve in the future. What kind of analysis should be done in the above case and why? Justify. 15 K5 CO5