Question Paper Code	14238

MBA - DEGREE EXAMINATIONS, NOV / DEC 2025

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

		Marks	K–Level	CO
1.	Define Research.	2	K1	CO1
2.	Write short notes on Type-I error & Type-II error.	2	K1	CO1
3.	Compare between Exploratory and Descriptive research design.	2	K2	CO2
4.	List the different types of validity.	2	K1	Co2
5.	State the meaning of Pilot Study.	2	K1	CO3
6.	Tabulate the different methods of collection of Data.	2	K2	CO3
7.	Under what circumstances a Dummy Variable is preferred to be used?	2	K3	CO4
8.	Write about the concept of Data Coding.	2	K1	CO4
9.	What do you mean by "Synopsis"?	2	K1	CO5
10.	Define Bibliography and footnotes.	2	K1	CO5

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

				Marks	K–Level	CO
11.	a)	Write in detail about the factors affecting Business Research.		13	K2	CO1
		OR				
	b) (i)	Discuss the role of theory in Business Research.		6	K2	CO1
	(ii)	What are the different components of theory?		7	K2	CO1
12.	a)	Elaborate the different types of research design with relevant research problems.		13	K3	CO2
		OR				
	b)	Describe the different methods of scale construction, pointing out the merits and demerits of each.		13	K3	CO2
13.	a)	Explain the methods available for collecting primary data.		13	K4	CO3
		OR				
	b)	Analyze the merits and demerits of various probability sampling techniques.		13	K4	CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **14238**

14. a) Describe the Bivariate data analysis procedure.   *13   K2   CO4*

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

    b) State the characteristics and assumptions of Analysis of Variance (ANOVA).   *13   K2   CO4*

15. a) Explain the various contents of Report. Give the importance of Research report writing.   *13   K2   CO5*

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

    b) Discuss the ethical behaviour in research? Give the principles of ethics in research.   *13   K2   CO5*

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

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16. The education department of a state wants to study the standard of education in schools. The analyst of the study divided the entire population of the schools in to schools in rural locations, semi-urban and urban locations. They found more variation between schools in rural locations because of varying infrastructure than the variation between schools in semi-urban locations. Same is the case between semi-urban location and urban locations. The analyst prefers to use appropriate sampling technique. The total number of schools in the state is 20000. The numbers of schools in the rural, semi-urban and urban locations are 11000, 5000 & 4000 respectively. The variances of educational standard of the locations in 1 to 10 are 64, 49 & 36 respectively. The total required sample size is 900; determine the number of samples to be drawn from each location.   *15   K5   CO1*