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Question Paper Code	12812
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MBA - DEGREE EXAMINATIONS, APRIL / MAY 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

	Marks	K- Level	CO
1. Show how a problem statement in a research context can streamline decision-making and lead to more effective solutions.	2	K2	CO1
2. Consider a scenario where a restaurant wants to test if a new menu item increases customer satisfaction. Write the null hypothesis (H0) and alternative hypothesis (H1) for this study.	2	K2	CO1
3. How would you define research design, and what role does it play in ensuring the accuracy and reliability of study outcomes?	2	K2	CO2
4. Write short notes on Independent & dependent variables.	2	K2	CO2
5. Define structured interview.	2	K1	CO3
6. How to avoid sampling errors?	2	K1	CO3
7. What do you mean by Multivariate data analysis?	2	K1	CO4
8. What are the essential rules to follow when coding data in research, particularly in terms of consistency, clarity, and meaningful representation of variables?	2	K2	CO4
9. Define research report.	2	K1	CO5
10. Provide a format for citing an article from a journal and include an example of how this format would be applied in a research report.	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Define the term 'Research', Enumerate the characteristics of Research. Give a comprehensive definition of Research.	13	K2	CO1
OR			
b) Describe the different types of Research, clearly pointing out the difference between an Experiment and a Survey.	13	K2	CO1
12. a) In what way can researchers ensure the validity of their study results? Explain with examples from employee Job satisfaction studies.	13	K2	CO2

OR

- b) i) What are the four sources of measurement error? Illustrate by example how each of these might affect the measurement results in a face-to-face interview. 6 K2 CO2
- ii) Briefly explain the types of measurement scales. 7 K2 CO2
13. a) i) Illustrate the construction of the questionnaire. 6 K2 CO3
- ii) Discuss the importance of Sampling Design. 7 K2 CO3
- OR**
- b) i) Describe the Probability and Non-Probability Sampling Methods. 9 K2 CO3
- ii) Discuss the role of Direct Observation as a business research method. 4 K2 CO3
14. a) i) Describe the Bivariate data analysis procedure. 6 K2 CO4
- ii) Highlight the importance and limitations of tests of hypothesis. 7 K2 CO4
- OR**
- b) Explain the practical steps involved in multiple regression analysis and their significance in marketing research. Provide a detailed analysis of each step's application in understanding relationships between variables and predicting consumer behaviour. 13 K2 CO4
15. a) i) Explain the types of research reports. 6 K2 CO5
- ii) Discuss the format of the research report in detail. 7 K2 CO5
- OR**
- b) i) How is the title of a report selected? Explain. 6 K2 CO5
- ii) Write a short note about the Bibliography and its importance in the context of the Research report. 7 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 client 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 CO2