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Question Paper Code	14239
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2025

Second Semester

Master of Business Administration

24MBT206 - BUSINESS RESEARCH METHODS

Regulations - 2024

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. What are the objectives of Research?	2	K1	CO1
2. Infer Research hypothesis.	2	K2	CO1
3. What do understand about Descriptive research design?	2	K1	CO2
4. Outline any four measurement scales.	2	K2	CO2
5. List out the sources of secondary data.	2	K1	CO3
6. Explain the needs of Sampling for a research.	2	K2	CO3
7. Why coding is essential for analyzing the data?	2	K1	CO4
8. Explain ANOVA briefly.	2	K2	CO4
9. Why Interpretation is must in report writing?	2	K1	CO5
10. Summarize the types of Report.	2	K2	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) (i) Explain the Research process in detail	7	K2	CO1
(ii) Outline the characteristics of a good research.	6	K2	CO1
OR			
b) i) Interpret the techniques involved in defining the problem.	7	K2	CO1
(ii) Infer the role of Theory in research.	6	K2	CO1
12. a) (i) Outline the features of a good research design.	7	K2	CO2
(ii) Discuss the basic principles of experimental research design.	6	K2	CO2
OR			
b) (i) Explain the concept of Tests of sound measurements.	7	K2	CO2
(ii) Illustrate the major Scaling techniques in detail.	6	K2	CO2
13. a) (i) Classify the various methods of primary data collection.	7	K4	CO3
(ii) Distinguish between questionnaire and schedules.	6	K4	CO3

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

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OR

- b) (i) List the different types sampling in detail. 7 K4 CO3
(ii) Analyze the concept of Error in sampling. 6 K4 CO3

14. a) (i) Outline the basic problems while processing the data. 7 K2 CO4
(ii) Explain why tabulation is considered essential in research studies. 6 K2 CO4

OR

- b) (i) Compare the major difference between Parametric and Non-Parametric test. 7 K2 CO4
(ii) Discuss the role and applications of statistical software for data analysis in India. 6 K2 CO4

15. a) (i) Examine the significance of report writing in research. 7 K4 CO4
(ii) Simplify the steps involved in writing a good report. 6 K4 CO4

OR

- b) (i) Analyze the layout of research paper in international journal. 7 K4 CO5
(ii) Examine the ethical issues relating to publishing a paper. 6 K4 CO5

PART - C (1× 15 = 15 Marks)

(Compulsory)

16. a) A survey of 320 families with five children each revealed the following distribution 15 K5 CO4

No of boys	5	4	3	2	1	0
No. of Girls	0	1	2	3	4	5
No. of families	14	56	110	88	40	12

In this distribution consistent with the hypothesis that male and female births are equally Probable? Criticize & apply chi-square Test.