	Reg. No.														

Question Paper Code	13792

MBA - DEGREE EXAMINATIONS, APRIL / MAY 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.	Infer the Nature of a Descriptive Research.	2	K1	CO1
2.	Specify any Two Key Characteristics of Research Objective.	2	K2	CO1
3.	Predict the Strategies to increase the Internal Validity of a Research.	2	K1	CO2
4.	Give an example of a Research Question using Nominal Scale.	2	K1	CO2
5.	Name any Two sources of Secondary Data in Research.	2	K2	CO3
6.	Define Sampling.	2	K1	CO3
7.	What is Survey Coding?	2	K1	CO4
8.	Show the Purpose of Cluster Analysis in Research.	2	K2	CO4
9.	How important is Impact factor for a Journal?	2	K2	CO5
10.	Cite an example of Paraphrasing Plagiarism.	2	K1	CO5

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

			Marks	K-Level	CO
11.	a) (i)	Illustrate the Steps involved in Research Process.	8	K2	CO1
	(ii)	Interpret the Characteristics of a Good Research.	5	K2	CO1
	OR				
	b) (i)	Estimate the Criteria for Selecting a Research Problem.	8	K2	CO1
	(ii)	Describe the Role and Importance of Theory in Research.	5	K2	CO1
12.	a)	Categorize the Types of Research Design with suitable examples.	13	K4	CO2
	OR				
	b)	Evaluate the Methods of measuring Validity and Reliability of an Instrument.	13	K4	CO2
13.	a)	Critically appraise the different Methods of Data Collection based on their suitability to different Research Design.	13	K5	CO3
	OR				

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create   **13792**

b) Assess the different Techniques of Probability and Non Probability Sampling with example.	13	K5 CO3

14. a) (i) Classify the Types of Data Editing in Research.   7   K4 CO4

    (ii) Predict the Problems in Research Data Processing.   6   K2 CO4

OR

  b) (i) Discuss the Application of Statistical Software for Data Analysis in Research.   7   K4 CO4

    (ii) List the Bivariate and Multivariate Analysis Tools used in Research.   6   K2 CO4

15. a) Discuss the Criteria for a Good Research Report and Elaborate the Contents of a Research Report.   13   K4 CO5

OR

  b) Inspect the Ethical Issues in Research Publication and Illustrate the Layout of a Research Paper.   13   K4 CO5

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

16. a) (i) "Variables play a crucial role in Research by serving as the Building Blocks for understanding and explaining Relationships and Phenomena."-Defend and Classify the Types of Variables.   10   K5 CO2

    (ii) Illustrate the Steps to Formulate a Hypothesis.   5   K3 CO1