

Reg. No.																			
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code	13791
---------------------	-------

MBA - DEGREE EXAMINATIONS, APRIL / MAY 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. Recall at least three sources from which a researcher can derive hypotheses for a study on environmental sustainability.	2	K1	CO1
2. Compare a research problem and a research objective using an example related to consumer behaviour in online shopping.	2	K2	CO1
3. Define the concept of measurement in research and recall its importance in achieving precise and accurate data.	2	K1	CO2
4. Provide an example from real life that illustrates the use of a nominal scale in research.	2	K2	CO2
5. What are the advantages of capturing real-time data through observation techniques compared to relying solely on surveys or interviews?	2	K1	CO3
6. How can direct observation of customer behaviour helps businesses to improve their service or product offerings?	2	K1	CO3
7. How does data cleaning improve the quality of consumer data for analysis?	2	K1	CO4
8. Outline the steps involved in the data editing process to identify and correct inconsistencies or errors.	2	K2	CO4
9. Outline the role of footnotes in research documentation.	2	K2	CO5
10. State the major ethical issues in academic publishing.	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

- | | | | | |
|-----------|--|----|----|-----|
| 11. a) | Outline the key steps involved in the research process and examine how each step contributes to the overall success of a research study. Provide a real-world scenario where following a structured research process led to valuable insights and actionable outcomes. | 13 | K2 | CO1 |
| OR | | | | |
| b) | Explain the process of identifying a research problem with suitable examples. | 13 | K2 | CO1 |
| 12. a) | Discover the strategies researchers can adopt to ensure the validity of their study results, using examples from employee job satisfaction research. | 13 | K4 | CO2 |

OR

- b) Categorize and explain the various experimental research designs with a numerical example, illustrating their application in psychology research. 13 K4 CO2

13. a) Explain how probability sampling techniques can be applied in consumer buying behaviour research. 13 K2 CO3

OR

- b) Which projective technique would be most effective in understanding the emotions of a 6-year-old with avoidant personality disorder? Explain why? 13 K2 CO3

14. a) Identify how discriminant analysis can be used to classify loyal and non-loyal customers in a retail business. 13 K3 CO4

OR

- b) Identify how factor analysis can help to identify key attributes influencing customer satisfaction in e-commerce platforms. 13 K3 CO4

15. a) Examine the essential criteria for writing a good research report with relevant examples. 13 K4 CO5

OR

- b) List the format and content of a well-structured research report, focusing on key components such as findings, suggestions, recommendations, and conclusions. 13 K4 CO5

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

16. a) **The Atlanta Braves** 15 K5 CO5

A visit to Turner Field, the Atlanta Braves' state-of-the-art ballpark, feels like a trip back to the future. The stadium blends 1940s tradition with 21st-century convenience. The Braves' marketing campaign reflects the charm and nostalgia of baseball's past, but it has a futuristic slogan: "Turner Field: Not just baseball. A baseball theme park."

Fans love the fact that they're closer to the action at Turner Field. It's only 45 feet from either first or third base to the dugouts, with the stands just behind. Besides that, there's a Braves Museum and Hall of Fame with more than 200 artifacts. Cybernauts will find Turner Field awesome because it's a ballpark that makes them a part of the action. At the stadium, built originally for the 1996 Olympics and converted for baseball after the Games, there are interactive games to test fans' hitting and pitching skills, and their knowledge of baseball trivia; electronic kiosks with touch screens and data banks filled with scouting reports on 300 past and present Braves, along with the Braves' Internet home page; a dozen 27-inch television monitors

mounted above the Braves' Clubhouse Store, broadcasting all the other major league games in progress, with a video ticker-tape screen underneath spitting out up-to-the-minute scores and stats; a sophisticated communications system, with four miles of fiber-optic cable underneath the playing field that will allow World Series games to be simulcast around the globe, as well as special black boxes placed throughout the stadium to allow as many as 5,500 cell-phone calls an hour.

The marketing of Turner Field is aimed at many types of fans. It is not enough just to provide nine innings of baseball.

Turner Field's theme-park concept was the brainchild of Braves President Stan Kasten. In the early 1990s, as the Braves grew into one of the best teams in baseball, Kasten increasingly became frustrated while watching fans flock to Atlanta-Fulton County Stadium a few hours before games, with little to do but eat overcooked hot dogs and watch batting practice.

As Kasten saw it, they spent too much time milling on the club-level concourse and too little time spending money. What if he could find a way for families to make an outing of it, bring the amenities of the city to Hank Aaron Drive, and create a neighborhood feel in a main plaza at the ballpark? "I wanted to broaden fans' experience at the ballpark and broaden our fan base," Kasten says. "People have no problem spending money when they're getting value. We have one of the highest payrolls in baseball, and I needed to find new ways to sustain our revenues."

Turner Field's main entry plaza opens three hours before games—compared to two hours for the rest of the ballpark—and stays open for about two hours after games. On weekends, there is live music.

Everyone's invited—186 \$1 "skyline seats" are available for each game—and that buck gets you anywhere, from the open-air porch at the Chop House restaurant (which specializes in barbecue, bison dogs, Moon Pies, and Tomahawk lager) to the grassy roof at Coke's Sky Field, where fans can keep cool under a mist machine. Interactive games in Scouts Alley range from \$1 to \$4, and the chroma-key studios in the East and West Pavilions cost \$10–20, where fans can have their picture inserted into a baseball card or into a photo of a great moment in Braves history. Admission to the museum is \$2. And it should come as no surprise that there are seven ATMs located throughout the ballpark.

One of the Braves' key marketing objectives is to help build a new generation of baseball fans. The stadium was planned so that fans will find something to love and learn at every turn. The minute a fan's ticket is torn, that person becomes part of what's happening at Turner Field.

Questions

- (i) What are the key elements of the Turner Field marketing effort?
- (ii) What aspect of the planning of Turner Field, home of the Atlanta

Braves, may have been influenced by research using secondary data?

- (iii) What role should business research play in a sporting organization such as the Atlanta Braves, both in making capital decisions and in supporting everyday operational matters?
- (iv) Suppose an executive for the Braves wishes to know whether the stadium has caused employees (including ticket takers, parking attendants, ushers, security personnel, team employees, etc.) to be more committed to the Braves organization than they were playing in an old-fashioned stadium. What would a potential research design involve and what data collection and statistical tests, if any, could be useful?