Code: 21E00204

MBA II Semester Regular & Supplementary Examinations July 2024
BUSINESS RESEARCH METHODS
(Common to all branches)

Time: 3 hours   Max. Marks: 60

All questions carry equal marks
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SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1	Define business research and explain its types.	10M
	OR	
2	Explain in detail various technologies used in business research.	10M
3	Write a detail note on the steps in research process.	10M
	OR	
4	What is sampling? Explain different methods of sampling.	10M
5	Explain various sources of primary data.	10M
	OR	
6	List out the guidelines for constructing questionnaire.	10M
7	Discuss about the process of data preparation in business research.	10M
	OR	
8	Briefly explain various statistical measures used to analyse the data in business research.	10M
9	What are the guidelines for Preparing a Good Research report?	10M
	OR	
10	Explain the process of preparation of project report.	10M

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11   **Case Study/Problem:**   10M
Kirloskar Limited sales were declining for the last 5 years. The M.D. was very particular about this and he has instructed the Sales Manager to have a research on this and give a detailed report. Suggest the sales manager how to conduct a research in this case.

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MBA II Semester Regular Examinations October/November 2022
BUSINESS RESEARCH METHODS
(Common to all)
(For students admitted in 2021 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks
*****

SECTION – A
(Answer the following: 05 X 10 = 50 Marks)

1	(a)	Discuss business research and its nature.	5M
	(b)	Explain the types of business research.	5M

OR

2	(a)	Illustrate the components of scientific investigation in research.	5M
	(b)	Describe the role of business research in managerial decisions.	5M

3	(a)	Discuss the research problem and state the main issue which should receive the attention of the researcher.	5M
	(b)	Explain review of literature in research.	5M

OR

4	(a)	Explain the procedure for testing of hypothesis.	5M
	(b)	Describe the research design and its types.	5M

5	(a)	Explain the sources of data and its collection methods.	5M
	(b)	Discuss the Interview and explain its types.	5M

OR

6	(a)	Discuss structured and unstructured questionnaires.	5M
	(b)	Explain the guidelines for construction of questionnaires.	5M

7	(a)	Describe the data preparation process.	5M
	(b)	Explain the problem involved in preparation of data in research.	5M

OR

8	(a)	Explain the descriptive measures and its purpose.	5M
	(b)	Explain the data analysis in business research.	5M

9	(a)	Describe the research reports and its significance.	5M
	(b)	Illustrate the tips for writing the research report.	5M

OR

10	(a)	Explain the components of research reports.	5M
	(b)	Describe the executive summary of the research reports.	5M

SECTION – B
(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study/Problem:** 10M

Find the correlation coefficient between X and Y for the following data.

X	60	34	40	50	45	41	22	43
Y	75	32	34	40	45	33	12	30

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