Code No: **21BA2T5**

I MBA - II Semester - Regular / Supplementary Examinations JULY 2023

BUSINESS RESEARCH METHODS

Duration: 3 Hours   Max. Marks: 70

Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
2. Part-A contains 8 short answer questions. Answer any **Five** Questions. Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit. Each Question carries 10 marks.
4. Part-C contains one Case Study for 10 Marks.
5. All parts of Question paper must be answered in one place

BL – Blooms Level   CO – Course Outcome

PART - A

		BL	CO
1. a)	What is the importance of research?	L1	CO1
1. b)	Describe about the random sampling techniques briefly.	L2	CO1
1. c)	What are the psychometric instruments used in management research?	L1	CO2
1. d)	Explain about the levels of measurement briefly.	L2	CO2
1. e)	What is meant by research design?	L1	CO3
1. f)	What is the importance of report writing?	L1	CO4
1. g)	Explain about editing with reference to data in business research.	L2	CO4
1. h)	What is hypothesis and what are its types?	L1	CO5

PART – B

			BL	CO	Max. Marks
UNIT – I					
2.	a)	Explain about the tools and techniques of collecting the data.	L2	CO1	5 M
	b)	Demonstrate the meaning and role of business research.	L3	CO1	5 M
OR					
3.	a)	Explain about the sample design and sampling procedures.	L2	CO1	5 M
	b)	Elaborate about how the sample size is determined.	L3	CO1	5 M
UNIT – II					
4.	a)	Compare and contrast psychological and social instruments used in management research.	L2	CO2	5 M
	b)	Construct a questionnaire to conduct a survey on usage of mobile phones.	L3	CO2	5 M
OR					
5.	a)	Explain about the types of scales illustratively.	L2	CO2	5 M
	b)	Interpret the criteria for good measurement.	L3	CO2	5 M
UNIT-III					
6.	a)	Illustrate the steps in research process and explain about each step.	L3	CO3	5 M
	b)	Explain about the design for different types of research.	L2	CO3	5 M
OR					

7.	a)	Describe the functions and goals of a good research design.	L2	CO3	5 M
	b)	"Outlining a research proposal is a Herculean task." Illustrate.	L3	CO3	5 M

UNIT – IV

8.	a)	Identify various types of the research report.	L2	CO4	5 M
	b)	Discuss about the guidelines to be followed for effective documentation.	L2	CO4	5 M

OR

9.	a)	Summarize the elements in the report structure and explain about each one.	L2	CO4	5 M
	b)	Explain about the ethical issues in research.	L2	CO4	5 M

UNIT – V

10.	a)	Explain how the hypotheses are formulated.	L4	CO5	5 M
	b)	Illustrate about Bivariate analysis with reference to Chi-square.	L3	CO5	5 M

OR

11.	a)	Explain about the Multivariate analysis.	L2	CO5	5 M
	b)	Analyze the One - way and Two - way classifications in ANOVA.	L4	CO5	5 M

PART –C

			BL	CO	Max. Marks
12.		EVV Motors would like to launch an electric bike in India. The authorities at EVV Motors would like to conduct a study to know the likely	L3	CO4	10 M

	demand, at a range of prices, in top 10 highly populated cities in India, to start with. Depending upon the success rate, EVV Motors would like to extend its sales to other cities, towns and rural areas in India. List out the typical objectives of the study, develop a suitable hypothesis, design a research for EVV Motors, in terms number people to be surveyed, type of people to be surveyed, areas to be covered and so on, and develop a small questionnaire for the survey in the study.			