

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester – II****Paper Code: 552108****Subject Name: Business Research****Subject Code: MB201****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.**

Q.1	VERY SHORT ANSWER QUESTIONS – Attempt All.	(10x2 = 20 Marks)
a.	What is positivism in research philosophy?	(CO1)
b.	Define business research.	(CO1)
c.	What is descriptive research?	(CO1)
d.	Define alternative hypothesis.	(CO1)
e.	Define type I and type II error in research.	(CO1)
f.	What is reliability in research?	(CO1)
g.	Define t test.	(CO1)
h.	Define non-probability sampling.	(CO1)
i.	What is the use of SPSS in data analysis?	(CO1)
j.	What is a focus group discussion?	(CO1)
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(5x4 = 20 Marks)
a.	What is the significance of Review of Literature in research? List the points to be kept in mind while carrying out literature reviews.	(CO3)
b.	What is research design? What are the essentials of good research design?	(CO2)
c.	How experimental research is different from descriptive and exploratory research? Characterize them.	(CO2)
d.	Distinguish between primary and secondary data. Define different sources for both of them.	(CO2)
e.	What is business research? Discuss main features of business research and its application in decision making.	(CO2)
f.	Explain the nature and functions of hypothesis in a research process.	(CO2)
g.	Demonstrate the use of different attitude measurement scales in collecting primary data.	(CO2)
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	FreshSip Beverages has launched a new fruit-flavored energy drink and wants to study customer preferences before expanding the product in new markets. The company needs a questionnaire to collect customer feedback on taste, packaging, price, and purchase intention. Questions 1. Design a customer preference questionnaire for the new product. 2. Use suitable measurement scales in the questionnaire.	(CO4)
b.	Explain the structure and components of research report.	(CO3)
c.	MarketPulse Ltd. conducted a consumer behavior study to analyze customer preferences and buying patterns. The research team collected the following data from respondents: (a) Customers selected their preferred payment method (Cash, UPI, Credit Card, Debit Card). (b) Customers rated service quality as Poor, Fair, Good, Very Good, Excellent. (c) Researchers recorded customers' monthly household income. (d) The age of customers was collected in years. (e) Satisfaction score was measured on a scale ranging from 1 to 10. The research team now needs to identify the correct measurement scales before analysis.	(CO5)
d.	Develop a research methodology framework for conducting a study on customer satisfaction or employee engagement.	(CO4)

Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
a.	BrightFuture Ltd. recently hired Rohan as an HR consultant to understand declining employee morale and productivity. After interacting with employees, he found that although the company offers attractive salaries, modern infrastructure, and good benefits, many employees appear dissatisfied and disengaged. Several senior employees have worked in the organization for over 8 years but have not received promotions, leading to frustration and low motivation. Some young employees who joined recently are experiencing stress due to increased workload, unclear job roles, and lack of managerial support. Absenteeism has increased, project performance is declining, and employee turnover is gradually rising. Management wants to understand the root causes of these issues and improve workplace effectiveness. Questions 1. Formulate a research problem and objectives for the above case. 2. Suggest a suitable theoretical framework for this study. 3. Develop a working hypothesis related to employee motivation and performance.	(CO6)
b.	Q1. FreshBite Foods noticed a sudden decline in sales of its healthy snacks. Management is unsure about the reasons behind changing customer preferences. The company plans to conduct focus group discussions and informal interviews with customers before taking major decisions. Questions 1. Identify the research design used in the case and justify your answer. 2. Analyze why this research design is suitable for the problem. Q2. A company has 1,000 employees. Calculate the required sample size using Yamane formula at 5% margin of error.	(CO6)
c.	Insight Research Ltd. is conducting multiple research studies for different clients and must choose suitable sampling techniques. Situation A: A researcher wants to study customer satisfaction among 500 employees and selects every employee using a lottery method. Situation B: A bank wants to study customer preferences by dividing customers into age groups (18–25, 26–40, 41+) and selecting respondents from each group. Situation C: A researcher studies shopping behavior by selecting only customers available at a mall entrance during weekends. Situation D: A healthcare study on rare disease patients asks initial respondents to refer other patients for participation. Situation E: A national retail chain selects a few cities randomly and surveys all customers within those selected cities. Questions 1. Identify the sampling technique used in each situation (A–E) and justify your answer. 2. Analyze the suitability of each sampling method for the given research situation. 3. Evaluate which sampling techniques are probability and non-probability methods in the above case. 4. Recommend the most appropriate sampling method for a nationwide consumer behavior study and justify your choice.	(CO6)
