

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester – II****Paper Code: 542110****Subject Name: Business Research****Subject Code: MBA201****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.	Explain i. Independent variable ii. Dependent variable iii. Mediator	(CO1)
b.	What are the 5 Cs in Literature Review?	(CO1)
c.	Define one way Anova test in research.	(CO1)
d.	Differentiate between Experimental and Control Groups	(CO2)
e.	Define type I and type II error in research.	(CO1)
f.	Give the sources of research problem. How a problem is identified?	(CO1)
g.	Elaborate relevance of Research in management.	(CO2)
h.	Differentiate between qualitative and quantitative research.	(CO2)
i.	Define sampling error.	(CO1)
j.	What is quasi experimental research design?	(CO1)
Q.2	SHORT ANSWER QUESTIONS – Attempt any Five.	(5x4 = 20 Marks)
a.	Explain the nature and functions of hypothesis in a research process.	(CO3)
b.	What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples.	(CO4)
c.	Explain various steps and considerations involved in questionnaire design.	(CO3)
d.	Distinguish between primary and secondary data.	(CO2)
e.	What is sampling? Differentiate between probability and non-probability sampling.	(CO3)
f.	What is the significance of Review of Literature in research? List the points to be kept in mind while carrying out literature reviews.	(CO3)
g.	What is research methodology? Explain the process of research methodology	(CO3)
Q.3	STRUCTURED QUESTIONS – Attempt any Three.	(3x10 = 30 Marks)
a.	Explain different types of researches.	(CO3)
b.	Explain the structure and components of research report.	(CO3)
c.	Explain the different types of research design.	(CO3)
d.	Being a developing country, research is in development stage in India. According to you, which are the major problems encountered by researchers in India.	(CO4)
Q.4	Case Analysis/ Situation Based QUESTIONS – Attempt any Two.	(2x15 = 30 Marks)
a.	Under what circumstances would you recommend: (a) A probability sample (b) A non-probability sample (c) A stratified sample (d) A cluster sample (e) Snow ball sample	(CO5)
b.	A soft drink company is doing customer research towards their newly launch mango flavor soft drink. Help the company to design a customer preference questionnaire. Design the questionnaire with the necessary scales	(CO6)
c.	Ms.Cheritha, as the advertising manager for chemical topics magazine, is charged with the responsibility for selling advertising space in the magazine. The magazine deals primarily with chemical processing technology and is distributed solely by subscription. Major advertisers in the magazine are the producers of chemical processing equipment since the magazine is primarily directed at engineers and other technical people concerned with the design of chemical processing units. Since the size and composition of the target audience for chemical topics are key concerns for prospective advertisers, Ms.Cheritha is interested in collecting more detailed data on leadership. While she presently has total circulation figures, she feels that these understate the potential exposure of an advertisement in chemical topics. In particular, she feels that for every subscriber to chemical topics, there are several others in the firm to whom chemical topics are routed for their perusal. She wishes to determine how large this 'secondary' audience is and also wishes to develop more detailed data on readers such as degree of technical training, level in the administrative hierarchy, and so on, since feels that these details would be quite helpful in influencing potential clients to commit their advertising dollars to chemical topics. Questions: 1 What kind of research design is in order to answer Ms.Cheritha's question? Why? Outline the procedure you would follow in attacking these questions.	(CO6)
