



Paper Id: 252645

Roll No:

MBA
(SEM II) THEORY EXAMINATION 2024-25
BUSINESS RESEARCH METHODS

TIME: 3 HRS

MARKS: 70

Note: Attempt all Sections. In case of any missing data, choose suitably.

SECTION A

1. Attempt all questions in brief.

02 x 7 = 14

Q no	Question	CO	Level
a.	Define business research and state its two applications in functional business areas	1	K1
b.	What is a research problem? Mention two essential steps in defining a research problem	1	K1
c.	Write any two differences between qualitative and quantitative research approaches.	2	K1
d.	What do you mean by cross-sectional research?	2	K1
e.	Define reliability and validity in measurement.	3	K1
f.	What is a sampling frame? Mention its importance.	4	K1
g.	What is the purpose of hypothesis testing in research?	5	K1

SECTION B

2. Attempt any three of the following:

07 x 3 = 21

Q no	Question	CO	Level
a.	Describe the characteristics of scientific research and discuss the importance of formulating a research problem.	1	K2
b.	Explain the components of an experimental research design and highlight its applications in business research.	2	K2
c.	Differentiate between nominal, ordinal, interval, and ratio scales with suitable business examples.	3	K2
d.	Explain the process of determining an appropriate sample size and discuss the practical constraints involved.	4	K2
e.	Describe the structure of a formal research report and discuss the role of interpretation in presenting findings.	5	K2

SECTION C

3. Attempt any one part of the following:

07 x 1 = 07

Q no	Question	CO	Level
a.	Discuss emerging trends in business research and their applications in various functional areas.	1	K2
b.	Formulate a research problem and draft a hypothetical research proposal for a business issue.	1	K2

4. Attempt any one part of the following:

07 x 1 = 07

Q no	Question	CO	Level
a.	Explain the concept and applications of focus group and observation methods in research.	2	K2
b.	Evaluate the pros and cons of qualitative and quantitative research approaches.	2	K2



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5. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Explain various levels of measurement with examples. •	3	K2
b.	Apply the concept of semantic differential scale and constant sum scale in a marketing research case.	3	K2

6. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Describe the types of non-probability sampling methods. Discuss when each method is appropriately used. •	4	K2
b.	A company plans to conduct a customer satisfaction survey. Determine the sample size and justify your method.	4	K2

7. Attempt any one part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Discuss the process of hypothesis testing. Explain with suitable business-related examples. •	5	K2
b.	Write a detailed report structure and explain how to interpret research results in the final research report.	5	K2

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