

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2025****Second Semester****Master of Business Administration****BA4205/PMBT2425 – Business Research Methods****Regulations -2021/2024****Duration : 3 Hrs****Maximum : 100 Marks****PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)**

Q.No	Questions	BLT	CO	Marks
1.	What is business research?	L1	1	2
2.	State the meaning of research hypothesis?	L2	1	2
3.	How would you describe an exploratory research?	L1	2	2
4.	What is the main idea of external validity of findings?	L1	2	2
5.	How would you explain the types of data?	L2	3	2
6.	What is meant by sampling?	L2	3	2
7.	Define the term data coding?	L1	4	2
8.	Write short notes on cluster analysis?	L2	4	2
9.	Recall the role of audience in a research report?	L1	5	2
10.	How would you summarise objectivity in research?	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11.	a How would you summarise Research process steps. Illustrate with neat diagram.	L2	1	16
	Or			
	b i Explain the significance of research in business?	L2	1	10
	i State the meaning of research hypotheses and its characteristics?	L2	1	6
	Or			
12.	a i How would you classify research design? Explain.	L3	2	8
	i How do you differentiate validity and reliability of an instruments for research?	L3	2	8
	Or			
	b Explain about variables in research? How do you compare different scales in a research instrument?	L3	2	16
13.	a Discuss the different data collection methods. How it is helpful for collection of data.	L4	3	16

Or

	b	Explain the term sampling plan and write different sampling techniques in detail.	L4	3	16
14.	a	How would you infer the stages in data preparation for analysis?	L4	4	16
		Or			
	b	Explain in detail of application of statistical software for data analysis?	L4	4	16
15.	a	Discuss the different types of research report? Explain in detail.	L5	5	16
		Or			
	b	Explain ethics in research. How it is helped for researchers. Discuss with some example.	L5	5	16