

Register No : _____

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Second Semester

Master of Business Administration

BA4205- Business Research Methods

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Highlight the significance of research in business.	RE	1	2
2.	State the components of research problems.	RE	1	2
3.	Compare between exploratory and descriptive research design.	UN	2	2
4.	Give meaning for the term reliability.	UN	2	2
5.	Distinguish between primary data and secondary data.	AN	3	2
6.	How is sample size determined?	RE	3	2
7.	Define bivariate analysis.	RE	4	2
8.	Write a note on multiple regression analysis.	AP	4	2
9.	Enlist the need of executive summary in a report.	RE	5	2
10.	Mention any four features of a good research report.	RE	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Explain the details of a research process.	UN	1	7
	ii Evaluate the scope of business research.	RE	1	6
Or				
	b i How the problem is identified? Give the process of problem definition.	RE	1	7
	ii Illustrate the characteristics of a good hypothesis.	UN	1	6
12.	a Illustrate the research design process, types and benefits in the context of any functional management research.	UN	2	13
	Or			
	b i Discuss the various types of measurement scales.	UN	2	8
	ii How will you measure the validity of instrument?	UN	2	5
13.	a List out the different methods of primary data collection to carry out a business research and explain the purpose of every method.	RE	3	13
	Or			
	b Differentiate probability method of sampling from that of non- probability method of sampling providing examples for each.	UN	3	13

14.	a i	Describe the editing in data processing.	RE	4	5
	ii	What are the steps involved while designing the questionnaire?	RE	4	8
Or					
	b	Write notes on the following:			
	i	Factor analysis	UN	4	7
	ii	Cluster analysis	UN	4	6
15.	a	Write short notes on the following:			
	i	Characteristics of a good research report.	UN	5	7
	ii	Bibliography and its importance in context of research report.	RE	5	6
Or					
	b i	Evaluate the application of graphic technique in the preparation of a research report.	RE	5	6
	ii	Discuss in detail about the ethical issues involved in research.	UN	5	7

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	Prepare a research proposal in detail for a research problem of your business area of interest.	CR	1	15
	Or				
	b	Consumer durable company is planning to launch a new type of mobile phones. The company would like to have information about how consumers select a brand of mobile phones.			
	i	Identify the business research objective for the above scenario.	CR	1	7
	ii	Prepare a sample questionnaire to collect relevant data from consumers.	CR	3	8