

Register No : _____

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 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)*

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	State the objectives of research.	L1	1	2
2.	Write the Difference between qualitative and quantitative research.	L2	1	2
3.	Narrate the importance of research design.	L3	2	2
4.	What is the Experimental research design?	L5	2	2
5.	Identify the steps needed to Construct a Research Questionnaire.	L2	3	2
6.	How to measure the Optimal sample size?	L5	3	2
7.	What are the uses of Correlation?	L2	4	2
8.	What is the role of Cluster Analysis?	L2	4	2
9.	List out the essential of a good report.	L2	5	2
10.	What is the role of Ethics in Research?	L2	5	2

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

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i “Research is much concerned with proper fact finding, analysis and evaluation.” Do you agree with this statement? Give reasons in support of your answer.	L3	1	8
	ii Explain the importance of business research in Managerial decision making.	L2	1	8
	Or			
	b i Explain the term Empirical Research and discuss the significance of technology in modern research.	L3	1	8
	ii Discuss and Enumerate the characteristics of research and its major steps involved in research.	L2	1	8
12.	a i Give the sources of research problem. How a problem is identified? Enumerate the criteria for the selection of a problem.	L4	2	8
	ii Explain the uses of Descriptive Research Design.	L2	2	8
	Or			

	b	i	Outline the term 'Review of literature', how is it different from traditional meaning? Enumerate the objectives and significance of review of literature.	L4	2	8
		ii	Discuss in detail the procedure of hypothesis testing with example of one and two tailed test.	L2	2	8
13.	a	i	Describe the various steps which are used in designing a questionnaire. Indicate its advantages and limitations.	L3	3	8
		ii	Briefly discuss guidelines for construction of questionnaire.	L2	3	8
			Or			
	b	i	Explain the term interview and explain the various types of interview methods with their merits.	L3	3	8
		ii	Discuss the methods of collecting data in Research.	L2	3	8
14.	a	i	Describe the statistical technique which is commonly used in educational research.	L4	4	8
		ii	How will you differentiate descriptive statistics from inferential statistics?	L2	4	8
			Or			
	b	i	Explain the phrase 'Analysis of Data' or 'Treatment of Data'. Indicate the need and importance of data analysis.	L4	4	8
		ii	Evaluate the Application of statistical Software for data Analysis.	L2	4	8
15.	a	i	What do you understand by research report or thesis? Indicate its need and importance in the research work.	L3	5	8
		ii	Discuss the guidelines for preparing a good research report.	L4	5	8
			Or			
	b	i	Indicate the general format of a research report and mention its specific category of each major section of report.	L3	5	8
		ii	Discuss the layout of a research report covering all relevant points.	L4	5	8