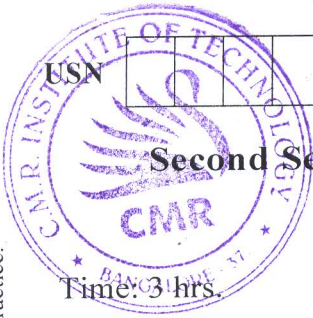


# CBCS SCHEME

20MBA23



## Second Semester MBA Degree Examination, Dec.2023/Jan.2024 Research Methodology

Max. Marks:100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
2. Question No. 8 is compulsory.**

- 1 a. Mention the purpose of Business Research. (03 Marks)  
b. While doing statistical analysis, what does  $P < 0.05$  mean? (07 Marks)  
c. What is the criteria for evaluating secondary data? (10 Marks)
- 2 a. What is the case method study in Research? (03 Marks)  
b. Explain significance of literature in Research study. (07 Marks)  
c. List out the characteristics of a good sample. (10 Marks)
- 3 a. Under what type of sampling technique does snowball sampling come under. Explain the technique with an example. (03 Marks)  
b. Mention difference between cross sectional and longitudinal studies. (07 Marks)  
c. Write a note on characteristics of a questionnaire. (10 Marks)
- 4 a. Mention the factors affecting Business Research. (03 Marks)  
b. Describe the criteria for selecting sampling method. (07 Marks)  
c. "Interpretation is the fundamental component of research process". Explain. (10 Marks)
- 5 a. A sample of respondents are tested on a certain product at different periods in time. What type of design do you use for the study? (03 Marks)  
b. You have received a business research report done by a consultant for your firm, a Life Insurance Company. The study is a survey of customer satisfaction based in a sample of 1000. You are asked to comment on its quality. What will you look for? (07 Marks)  
c. What are the roles and objectives of Business Research? (10 Marks)
- 6 a. What is the concept of VLOOKUP? Where can it be effectively used? (03 Marks)  
b. What type of sampling technique comes under probability sampling? Explain with one example for each method. (07 Marks)  
c. Write a note on ethical issues in Business Research. (10 Marks)
- 7 a. Mention the integral parts of a report. (03 Marks)  
b. What are the applications of a Pivot table? (07 Marks)  
c. How does Business Research help an organization? Mention an example to justify your answer. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 CASE STUDY (Compulsory) :

Based on his experience and knowledge Mr. Biju, a Production Manager at an International Company wishes to start his own soap and detergent manufacturing unit. He has the finance as well as experience required to set up a business unit. He is also aware of the number of brands presently available in the markets and therefore wants to ascertain feasibility of starting manufacture of soaps and detergents by creating his own brand. If Mr. Biju was to seek your advice, how would you justify your advice to him.

Questions : **CMRIT LIBRARY**  
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- a. What type of research would you conduct to find out choice of customers for soap and detergents?
- b. Identify five important attributes in soaps and detergents that you think a customer might consider important.
- c. Develop a five point Likert scale to evaluate importance of the attributes.
- d. What factors would you consider to create a bench marking chart, to help Mr. Biju focus on, to beat competition for his product / brand. (20 Marks)

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