**KUMARAGURU**
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# MBA DEGREE EXAMINATIONS: APRIL / MAY 2023

**(**Regulation 2021**)**

First Semester

## MASTER OF BUSINESS ADMINISTRATION

P21MBC1106: Business Research Methods

## COURSE OUTCOMES

**CO1:** Understand the principles of business research and its role in supporting decision making.

**CO2:** Interpret the research articles and other published sources for acquiring knowledge in the given filed of research.

**CO3:** Develop research proposal for the given Industrial problem.

**Time: Two Hours**                                                                                               **Maximum Marks: 50**

### PART A (Case Study) (1 Q x 10 Marks = 10 Marks) Compulsory

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| 1 | The Biscuits Market has recently become highly competitive by the entry of Sunfeast brand owned by ITC as they provide more varieties at a lower price. Therefore, Britannia Industries Limited has decided to examine the customer's feel about their products, through a research study, in comparison with other competitor's brands.<br>  a. Suggest the most appropriate Sampling Design and justify it. (5 Marks)<br>  b. Develop a Questionnaire with minimum of 10 questions to do this research. (5 Marks) | CO3 [K4] |

### PART B (5 Q x 2 Marks = 10 Marks)

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| 2 | Identify any two roles of the researcher in the Problem Definition process. | CO2 [K3] |
| 3 | Compare and Contrast, how does the Nominal Scale differ from Ordinal Scale? | CO1 [K4] |
| 4 | Outline the relationship between Reliability and Validity. | CO1 [K2] |
| 5 | Recall any two advantages of Focused Group Discussion. | CO1 [K1] |
| 6 | Name four types of Plagiarism. | CO2 [K1] |

### Part – C (3 Q x 10 Marks =30 marks) Answer Any 3 Questions

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| 7 | Cadbury is planning to introduce a new chocolate. The chocolate has a mixture of Dairy with Liquid Choco fill. The company wants you to test the taste preference of the target group.<br>  a.   Define the problem.<br>  b.   Formulate the objectives for the study.<br>  c.   Suggest a suitable Research Design. | CO3 [K4] |

| 8 | How do Probability-Sampling techniques differ from Non-Probability sampling techniques? What factors should be considered in choosing between probability and non-probability sampling? What is the major difference between judgmental and convenience sampling? | CO1 [K2] |
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| 9 | "The validity and reliability measures are the core areas of any research." Examine the statement by comparing the various validity and reliability measures. | CO1 [K4] |
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| 10 | a. Why is it important to obtain Secondary Data before going in for Primary Data? List and elaborate the various sources of primary data collection and published secondary data. (6 Marks)<br><br>b. Exemplify the following parts of a report, title page, table of contents, executive summary, problem definition, research design, data analysis, conclusions, and recommendations. (4 Marks) | CO2 [K2] |
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