



MBA DEGREE EXAMINATIONS: NOV/DEC 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: Three Hours

Maximum Marks: 100

PART A (Case Study) (1Q x 25 Marks = 25 Marks) Compulsory

- 1 Maruti Suzuki in India has been facing high competition from the entry of Kia India and MG Motor India as they provide more safety features and at an affordable price in the recent years. Therefore, Maruti Suzuki has decided to examine the customer's feeling about their products, through a research study, in comparison with other competitor's brands. CO3 [K₆]
- a. Suggest the most appropriate Sampling Design and justify it. (12 Marks)
- b. Develop a Questionnaire with minimum of 20 questions to do this research. Justify the choice of questions and its type, scale of measurement. (13 Marks)

PART B (5 Q x 3 Marks = 15 Marks)

- 2 Kia would like to know the preference of "Sonet" between Working Professionals and Businessman. Formulate an appropriate Hypothesis. CO3 [K₆]
- 3 Indicate, when will you apply the Snowball Sampling Technique? CO1 [K₃]
- 4 Mr. Ram is asking why my scale gives different readings. Indicate whether the issue is due to Reliability or Validity. Justify your answer. CO1 [K₃]
- 5 Recall any three advantages of Focused Group. CO1 [K₁]
- 6 Narrate any three types of Plagiarism in detail with real time examples. CO2 [K₂]

Part – C (3 Q x 20 Marks = 60 Marks) Answer Any 3 Questions Only

- 7 Britania 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. CO3 [K₄]
- a. Define the problem (5 Marks)
- b. Formulate the objectives for the study (10 Marks)
- c. Suggest a suitable Research Design. (5 Marks)
- 8 Compare and contrast the Probability-Sampling techniques from Non-Probability Sampling techniques. Indicate the factors that should be considered in the choice between probability and non-probability sampling. Identify the major difference between judgmental and convenience sampling? CO1 [K₅]
- 9 Compare and contrast the relationship between Reliability & Validity. CO1 [K₅]
- 10 Elaborate the following parts of a report, title page, table of contents, executive summary, problem definition, review of literature, research design, data analysis, presentation of statistics, conclusions, and recommendations. CO2 [K₆]
