



MBA DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2021)

First Semester

MASTER OF BUSINESS ADMINISTRATION

P21MBM1105 : 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) (1Q x 10 Marks = 10 Marks) Compulsory

- 1 You are appointed as a consultant for a global corporation “XYZ Ltd.” aiming to enhance its brand image among customers. The company is committed to contributing meaningfully to the stakeholders but needs assistance in identifying specific challenges and opportunities within its operations. Despite XYZ Ltd.'s established presence in the market, there is a growing recognition within the company's leadership that enhancing brand image and stakeholder engagement requires a deeper understanding of the intricacies of its operations. In light of this, the company seeks your expertise to navigate the complexities and pinpoint areas for improvement. CO1 [K₆]
- a. Elaborate the process you would use to identify the problem definition?
- b. Develop a comprehensive research plan outlining the various steps.

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

- 2 What are the ways to arrive at the sample size of a population? CO1 [K₁]
- 3 Name the different types of data. CO1 [K₁]
- 4 What is snowball sampling? CO1 [K₁]
- 5 Outline the major objectives of UN goals CO1 [K₂]
- 6 Explain the usage of Mendeley web application tool. COL2 [K₂]

Part – C (3Qx10 Marks =30 marks) Answer Any 3 Questions

- 7 Elaborate on the steps of the research process. CO3 [K6]
- 8 A hospitality management company is planning to launch a new eco-friendly hotel concept in a tourist destination known for its natural beauty. The company aims to gauge the market potential and customer preferences for sustainable accommodations in the area. Additionally, they seek to understand the level of awareness and perception among potential guests regarding eco-friendly practices in the hospitality industry. Consider appropriate constructs and methodologies to gather insights that will inform the development and marketing strategies for the new eco-friendly hotel concept.
Design a survey instrument to assess the demand for eco-friendly hotel services, determine key factors influencing guests' accommodation choices, and evaluate the effectiveness of current marketing strategies in promoting sustainability initiatives. CO1 [K6]
- 9 Discuss in detail the concept of validity and reliability along with the various measures which could be used to test the reliability and validity of the survey instrument. CO1 [K5]
- 10 A university administration is embarking on an examination of the academic performance of its undergraduate students to evaluate the effectiveness of a newly implemented teaching methodology. With a total student population of 5,000 undergraduates, the administration aims to determine an appropriate sample size without using the Krijice and Morgan table (1970). The main objectives of the survey are: · Assess the impact of the new teaching methodology on academic performance. · Identify specific areas of improvement in the teaching approach. · Ensure the sample size is statistically significant for drawing valid inferences. Determine the appropriate sample size with a 95% confidence interval and explain your logic. Population Size: 5,000 undergraduate students. CO1 [K6]
