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Total Number of Pages: 02

Course: MBA
Sub_Code: MBQT1002

2nd Semester Regular Examination: 2024-25

SUBJECT: Business Research

BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, IB, LSCM, MBA, MBA (A & M), MM, RM

Time: 3 Hours

Max Marks: 100

Q.Code: S578

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) What is the significance of research in business decision-making?
- b) Define the term 'hypothesis' in the context of research methodology.
- c) List two types of research designs.
- d) What is the purpose of a questionnaire in research?
- e) Explain the concept of primary data.
- f) What is the role of ethical conduct in research?
- g) Describe the Z-test and its application.
- h) What is the difference between parametric and non-parametric tests?
- i) Define 'sampling fundamentals' in research.
- j) What is the importance of scaling techniques in measurement?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- a) Discuss the various types of research and their importance in business.
- b) Explain the research process and its key components.
- c) How do you identify a research problem? Provide examples.
- d) Describe the steps involved in formulating a hypothesis.
- e) Compare and contrast one-way and two-way ANOVA.
- f) Explain the significance of factor analysis in data analysis.
- g) Discuss the role of SPSS in business research.
- h) What are the different types of research reports? Explain their significance.
- i) Describe the process of data processing in research.
- j) Explain the concept of multiple regression analysis and its applications.
- k) Discuss the importance of report writing in research.
- l) How can descriptive statistics be used in business decision-making?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

- Q3** Critically analyze the importance of scientific research in business decision-making and its impact on organizational success. **(16)**
- Q4** Discuss the various hypothesis testing methods and their applications in business research, providing examples for each. **(16)**
- Q5** Evaluate the role of econometrics in business research and decision-making, highlighting its tools and techniques. **(16)**
- Q6** Provide a comprehensive overview of the research report structure and the significance of each section in conveying research findings. **(16)**