M.B.A. DEGREE EXAMINATION, JUNE 2024

Second Semester

Faculty of Management Science

MASTER OF BUSINESS ADMINISTRATION

Core - MB010207 - BUSINESS RESEARCH METHODS

2019 Admission Onwards

4F057263

Time: 3 Hours   Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Give an example for competitive advantage through research in a business enterprise.

2. What is observational research design?

3. Distinguish between content validity and criterion validity.

4. What is a standard error?

5. What is SPSS Software?

6. What do you mean by a depth interview?

7. Can you identify one application of business research in market segmentation?

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. You are required to study the MBA aspirants' preference to MBA colleges in your state during the admission season. What is the value of information in this research problem?

9. Extensive literature survey is required for descriptive research designs. Do you agree?

10. Quantitative research is correlational and descriptive in nature. Explain.

11. Distinguish between leading question and loading question with examples.

12. How far does a stratified random sample offer greater precision than a simple random or systematic sample?

13. Write a brief note on parametric tests.

14. Distinguish between a popular report and a technical report.

(5×6 = 30 Marks)

Part C

*Answer any **two** questions. Each question carries **10** marks.*
Question number 17 is compulsory .

15. "Knowing what data are available often serves to narrow down the problem itself as well as the technique that might be used." Explain the underlying dimensions in this statement in the context of formulating a research problem.

16. Explain the different types of interviews conducted during qualitative studies with the help of suitable examples.

Compulsory Question

17. A leading milk marketing cooperative federation in your State is planning to establish a premium chocolate manufacturing unit as part of its expansion plan. The cooperative federation entrusted your Business School to study the feasibility of establishing the chocolate unit. How will you formulate the research problem in this context? Write the steps in problem formulation including the objectives of your study.

(2×10 = 20 Marks)