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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – MAY 2025** |
| **Date:** 22-05-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM-PG | **Program:** MBA | |
| **Course Code:** MBA2033 | **Course Name:** Business Research Methods | |
| **Semester**: II | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **15** | **15** | **30** | **20** | **20** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 3marks. 10Q x 3M=30M** | | | | |
| 1. | Summarize the meaning of Research and its importance in business | 3 Marks | L2 | CO1 |
| 2. | Differentiate between Applied and Basic Research | 3 Marks | L3 | CO1 |
| 3. | Illustrate the importance of Literature Review in the Research | 3 Marks | L2 | CO2 |
| 4. | Outline Research Objectives | 3 Marks | L2 | CO1 |
| 5. | Interpret meaning of Measurement in Business Research | 3 Marks | L3 | CO2 |
| 6. | Compare Qualitative and Quantitative Research | 3 Marks | L3 | CO1 |
| 7. | Differentiate between Population and Sample | 3 Marks | L3 | CO1 |
| 8. | Interpret the meaning of Hypotheses in business research | 3 Marks | L2 | CO2 |
| 9. | List the advantages of Secondary Data | 3 Marks | L2 | CO2 |
| 10. | Interpret the meaning of Sampling frame in Research | 3 Marks | L3 | CO2 |

**Part B**

Answer the Questions. Total Marks 40M

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| --- | --- | --- | --- | --- | --- |
| 11. | a. | Explain Qualitative Research. Discuss on In-Depth and Focus group interviews used in Qualitative Research | 10 Marks | L3 | CO4 |
| Or | | | | | |
| 12. | a. | Discuss on the steps of Business Research process | 10 Marks | L3 | CO4 |

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| 13. | a. | Explain Attitude Measurement scale and discuss different types of Attitude rating scales | 10 Marks | L3 | CO3 |
| Or | | | | | |
| 14. | a. | Examine the guidelines to be adopted while constructing the questionnaire | 10 Marks | L3 | CO3 |

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| 15. | a. | Explain the concept of Sampling and Non sampling Errors in the Business Research | 10 Marks | L4 | CO4 |
| Or | | | | | |
| 16. | a. | Explain the meaning of primary data and Discuss methods of collecting primary Data required in the Research | 10 Marks | L4 | CO4 |

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| 17. | a. | There are two customer centers; center A & Center B. The mean service time taken by the center A is 8.2 minutes and the mean service time taken by the center B is 7.9 minutes. Conduct hypothesis testing to check the effectiveness of providing service by both the centers by considering 45 sample customers from center A and 55 sample customers from center B with known variance of 0.36 minutes at 5% level of significance  (Tabulated Z value =±1.96) | 10 Marks | L4 | CO3 |
| Or | | | | | |
| 18. | a. | Two groups of students have taken same exam. Management wants to test the performance of the students at 1% level of significance. For this purpose, a sample of 30 students are taken from the first group whose mean marks are 75 and 35 students are taken from second group whose mean marks are 72 with the variance is 9 marks.  (Tabulated Z-value=±2.33) | 10 Marks | L4 | CO3 |

**Part C**

Answer all the Questions. Each question carries 15marks 2Q x 15M=30M

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| 19. | a. | Explain significance of Report writing and Discuss on the layout for well-structured Research report in Business Research | 15 Marks | L4 | CO5 |

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| 20. | a. | An organization conducted two training programs; Training program A and Training program B to the two groups of employees. It wants to check the effectiveness of the training and assumes that first method is more efficient than second method. Organization collected mean productivity levels of employees Sample of 20 employees are considered from the first group and the sample of 22 employees are considered from the second group of employees. The mean productivity levels of employees from first group is 82 with standard deviation of 5. The mean productivity levels of employees from second group is 78 with standard deviation of 6. Conduct the test at 1% level of significance (Tabulated t-value=±2.43) | 15 Marks | L4 | CO3 |