



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – JUNE 2025

Date: 03- 06- 2025

Time: 09:30 am – 11:00 am

School: SOM-PG			Program: MBA		
Course Code : MBA2033			Course Name : Business Research Methods		
Semester: II			Max Marks: 50		Weightage: 25%
CO - Levels	C01	C02	C03	C04	C05
Marks	28	22			

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part- A

Answer ALL the Questions. Each question carries 3marks.

5Q x 3M=15 Marks

1	Interpret the importance of Research in Business.	3 Marks	L3	C01
2	Differentiate between Independent and Dependent variables in research with examples.	3 Marks	L2	C02
3	Interpret the meaning of Research problem?	3 Marks	L2	C02
4	Demonstrate the meaning of Measurement and scaling in research.	3 Marks	L2	C02
5	Illustrate Research objectives	3 Marks	L3	C01

Part- B

Answer all the Questions

2Qx10M = 20 Marks

6.	a.	Discuss the features of good Research Design and its types.	10 Mark	L2	C01
Or					
7.	a.	Interpret the importance of Hypotheses and its types in Business Research	10 Mark	L4	C01

8.	a.	Analyze the concept of validity and reliability in research. How can a researcher ensure both in their study	10 Mark	L4	CO2
Or					
9.	a.	Apply the usage of different types of measurement scales in Research with examples.	10 Mark	L3	CO2

Part- C

Answer the following questions

1Qx15M=15Marks

10.	a.	Illustrate the research process and discuss each step in detail.	15 Mark	L3	CO1
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******* BEST WISHES *******