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Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 02:00 PM - 03:30 PM

Course Code: CBS2005 **Course Name:** Business Research Methods

Semester: Third Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	94	86

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	What is the importance of business research.	2	CO1	BT1
2	Recall the scope of business research.	2	CO1	BT1
3	Define the meaning of exploratory research.	2	CO1	BT1
4	State the Importance of Literature Review in Research.	2	CO2	BT2
5	List out the difference between null hypotheses and alternative hypotheses.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain the research process and various stages involved in conducting a research study and summarize their importance in ensuring systematic investigation.	10	CO1	BT2
7	Summarize the meaning of research ethics and discuss the importance of ethical principles in conducting research. How ethics ensures credibility, integrity, and protection of participants.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Research integrity requires researchers to maintain honesty and accuracy in conducting and reporting research. Recall the meaning of plagiarism, fabrication, and falsification of data.	10	CO1	BT1
9	Research can be undertaken to develop theoretical knowledge or to address practical problems. Explain the difference between basic research and applied research.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Outline the meaning of research objectives. Describe the different types of research objectives and discuss their role in guiding the direction and scope of a research study.	10	CO2	BT2
11	Explain the meaning of a hypothesis in research. Describe the different types of hypotheses with suitable examples.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Artificial Intelligence (AI) is increasingly used to support researchers in various stages of the research process. Explain the role of AI in research and state the tasks that AI should not perform in research.	10	CO2	BT2
13	A strong literature review is based on information collected from reliable and relevant sources. Recall the major sources of literature used in research.	10	CO2	BT2