



QP CODE: 25802925



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Reg No :

Name :

M.B.A. DEGREE EXAMINATION, JUNE 2025

Second Semester

Faculty of Management Science

MASTER OF BUSINESS ADMINISTRATION

Core - MB010207 - BUSINESS RESEARCH METHODS

2023 Admission Backwards

236B9667

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. Define research methodology.
2. In two to four sentences outline the essence of online survey in business research with the help of an example.
3. List out any two types of measurement scales used in business research.
4. Define target population.
5. Distinguish between probing and prompting as part of interview technique.
6. Define conjoint analysis.
7. Can you identify one application of business research in the area of advertisement?

(5×2 = 10 Marks)

Part B

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

8. Describe the art of defining a research problem.
9. A public sector start-up company would like to study the feasibility of the newly developed product protein-energy candy with dry fruits to be distributed at work sites to employees in the unorganised sector. Can you suggest suitable type of research design to study this problem?
10. Observation is an integral part of exploratory research designs. Do you agree?





11. A solar panel dealer in your state would like to conduct a study on consumer awareness about solar panels as a source of renewable energy. Prepare a structured questionnaire for this study.
12. Discuss the different probability sampling techniques.
13. Explain the difference between data collection through questionnaires and schedules.
14. "It is only through interpretation the researcher can expose the relations and processes that underlie his findings". Explain.

(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. A tyre manufacturing company in USA is planning to enter the Indian market by launching a new brand of radial tyre. Before launching the product, the company would like to assess the possible demand for its product. Assume that you are the research consultant for the company. Develop a research design stating clearly the objectives, scope, methodology and limitations of the study.

Compulsory Question

17. An event management firm is planning to start a natural marriage garden with all amenities. The specialities of the natural marriage garden are serene location in Kerala, organic food, and marriage venue with full of natural materials. The company would like to study the feasibility of the new business.
 - (a) What type of research design you suggest for this study?
 - (b) Develop a suitable sampling plan for this research study and list out its elements.

(2×10 = 20 Marks)

