

**MBA I Year II Semester Regular & Supplementary Examinations August-2023**  
**BUSINESS RESEARCH METHODS**

Time: 3 Hours

Max. Marks: 60

**SECTION – A**

(Answer all Five Units 5 x 10 = 50 Marks)

**UNIT-I**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 1 | a | Define the term 'Research', Enumerate the characteristics of research. | CO1 | L1 | 5M |
|   | b | Discuss the type of information need to run the Business               | CO1 | L2 | 5M |

**OR**

- |   |   |     |    |     |
|---|---|-----|----|-----|
| 2 | "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Give reasons in support of your answer. | CO1 | L4 | 10M |
|---|---|-----|----|-----|

**UNIT-II**

- |   |   |  |     |    |    |
|---|---|--|-----|----|----|
| 3 | a | Define the term 'Review of literature', how is it different from traditional meaning? Enumerate the objectives and significance of review of literature. | CO2 | L4 | 5M |
|   | b | Discuss in detail the procedure of hypothesis testing with example of one and two tailed test.   | CO2 | L2 | 5M |

**OR**

- |   |   |     |    |     |
|---|---|-----|----|-----|
| 4 | Discuss the various types of research design. | CO2 | L1 | 10M |
|---|---|-----|----|-----|

**UNIT-III**

- |   |  |     |    |     |
|---|--|-----|----|-----|
| 5 | Describe the various steps which are used in designing a questionnaire. Indicate its advantages and limitations. | CO3 | L2 | 10M |
|---|--|-----|----|-----|

**OR**

- |   |  |     |    |     |
|---|--|-----|----|-----|
| 6 | What are the various methods of collecting research data? Explain their advantages and limitation. | CO3 | L1 | 10M |
|---|--|-----|----|-----|

**UNIT-IV**

- |   |   |     |    |     |
|---|---|-----|----|-----|
| 7 | Describe the role of statistics and parameters in analyzing the data. Illustrate your answer with suitable example. | CO4 | L3 | 10M |
|---|---|-----|----|-----|

**OR**

- |   |  |     |    |     |
|---|--|-----|----|-----|
| 8 | What do you mean by measures of central tendency? Name different measures of central Tendency and discuss them in brief. | CO4 | L1 | 10M |
|---|--|-----|----|-----|

**UNIT-V**

- |   |   |     |    |     |
|---|---|-----|----|-----|
| 9 | What do you understand by research report or thesis? Indicate its need and importance in the research work. | CO5 | L3 | 10M |
|---|---|-----|----|-----|

OR

- 10 a Briefly discuss the components of research report. CO5 L1 5M  
b Discuss the layout of a research report covering all relevant points. CO5 L2 5M

**SECTION – B**

(Compulsory Question)

11

1 x 10 = 10 Marks

South India-based Magic Foods, a leading manufacturer of pickles, has been selling its products under the brand name 'Magic' for over the last two decades. Magic Foods is engaged in the manufacturing and marketing of high quality Indian processed foods such as pickles, spice pastes, instant mixes, etc. Of late, the management of Magic Foods started facing two problems. The first one is to identify the factors that can increase the sales and the second one is to predict sales for the next year. To find out a solution, Magic Foods sought the help of a marketing agency, Care Research.

Questions answer the following:

- i) If you are a marketing agency what are your recommendations.  
ii) How do you plan for research design?

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