

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**MBA I Year II Semester Regular & Supplementary Examinations June/July-2025**  
**BUSINESS RESEARCH METHODS**

**Time: 3 Hours****Max. Marks: 60****SECTION – A**

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

**UNIT-I**

- 1 Define the term „Research“. Enumerate the characteristics and types of research. CO1 L1 10M

**OR**

- 2 Explain the ethical issues involved in business research. How can they be resolved? CO1 L2 10M

**UNIT-II**

- 3 Indicate the sources of research process. Enumerate the steps of the research process. CO2 L3 10M

**OR**

- 4 a Discuss the various types of research design. CO2 L2 5M  
b Explain the various types of measurement scale. CO2 L2 5M

**UNIT-III**

- 5 Explain various sampling techniques used in research. Discuss their advantages and limitations. CO3 L2 10M

**OR**

- 6 a Differentiate between questionnaire and schedule. CO3 L3 5M  
b Discuss any three methods of primary data collection in brief. CO3 L2 5M

**UNIT-IV**

- 7 Differentiate between descriptive statistical analysis and inferential statistical analysis. CO4 L3 10M

**OR**

- 8 a What is mean by inferential analysis discuss various methods? CO4 L1 5M  
b Name different measures of central Tendency and discuss them in brief. CO4 L3 5M

**UNIT-V**

- 9 Discuss various types of research report with example. CO5 L2 10M

**OR**

- 10 Point out the mechanics of report writing and illustrate your answer with examples. CO5 L4 10M

**SECTION – B**

(Compulsory Question)

**11****1 x 10 = 10 Marks**

Demand Forecasting of Magic Foods 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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