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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025
SEMESTER - II

Sub.: Business Research Methodology (MBA201)

Date : 31/12/2025

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Research Problem Identification
2. Data Analysis
3. Objectives of Business Research.
4. Data Processing Steps.
5. Types of Scaling.

Q. 2. Answer in detail (Any One) (10)

1. Describe the steps involved in the research process.
2. Discuss the major types of research with examples.

Q. 3. Answer in detail (Any One) (10)

1. What are the different types of data? Explain methods of primary and secondary data collection.
2. Write the structure and layout of a research report.

Q. 4. Answer in detail (Any One) (10)

1. A retail store wants to study customer satisfaction regarding billing speed, staff behaviour, and product availability. The store surveys 200 customers using a structured questionnaire.
2. Explain the types of research design with examples. Which design is most suitable for causal research?

Q. 5. Case study (15)

A retail store wants to study customer satisfaction regarding billing speed, staff behaviour, and product availability. The store surveys 200 customers using a structured questionnaire.

Questions:

1. Identify the type of research.
2. What sampling method is suitable?
3. Suggest two statistical tools for data analysis.