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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : MAY/JUNE - 2026
SEMESTER - I

Sub.: Business Research Methodology (MBA24-105)

Date : 02/06/2026

Total Marks : 60

Time: 2.00 pm to 4.30 pm

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

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

1. Characteristics of Good Research
2. Types of Research Reports
3. Report Writing
4. Features of a Good Research Design
5. Characteristics of Good Research

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

1. Define Research process .Explain it with all steps.
2. What is Sampling? Write Types of Sampling techniques used in Research. Sampling & Techniques.

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

1. Bank wants to check the Customer Satisfaction in Online Banking procedures .Suggest suitable Research Design . How Data will be collected ?
2. Launch of a New Product the company wants to confirm the Loss & Profit ideal ratio .To survey this idea write data collection method &Analysis of the data .

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

1. The Top Management wants to check the Employee Productivity in a Factory .Find the Variables. Data collection tools. Suggest the proper Research Design.
2. Which Statistical Tools are useful in Business Research? Explain with proper example.

Q. 5. Case study (15)

Effect of Advertisements on Sales- Company wants to expansion with new product. So go for Effect of Advertisements on Sales.

Questions:

1. Find the variables.
 2. Which Research Design is useful?
 3. Give Statistical Test to analyze the data .
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