

Code No: **24BA2T5**

**I MBA - II Semester – Regular / Supplementary Examinations
JULY 2026**

RESEARCH METHODS FOR BUSINESS DECISIONS

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.

2. Part-A contains 5 essay questions with an internal choice from each unit.
Each Question carries 12 marks.

3. Part-B contains one Case Study for 10 Marks.

4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Discuss the motivations and types behind conducting research.	L2	CO1	6 M
	b)	Explain the criteria of good research and its significance in ensuring research quality.	L2	CO1	6 M
OR					
2.	a)	Analyze how a well-conducted literature review can help in identifying gaps in a specific research domain.	L3	CO1	6 M
	b)	Examine the challenges researchers face in selecting a research problem.	L3	CO1	6 M

UNIT – II

3.	a)	Explain the characteristics of a good research design and why they are important.	L2	CO2	6 M
	b)	Differentiate between exploratory, descriptive and experimental research designs with examples.	L3	CO2	6 M

OR

4.	a)	Analyze the different types of sampling and discuss their impact on research outcomes.	L3	CO2	6 M
	b)	Describe the types of data collection used in research and provide examples for each.	L4	CO2	6 M

UNIT-III

5.	a)	Illustrate the levels and criteria for good measurement and why are they essential in research?	L3	CO3	6 M
	b)	Compare and contrast Likert Scale and Semantic Differential Scale in preparation of the questionnaire.	L3	CO3	6 M

OR

6.	a)	Examine the role of pilot study in improving the validity and reliability of research instruments.	L3	CO3	6 M
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	b)	Analyze the advantages and limitations of case study research in social sciences.	L4	CO3	6 M
<u>UNIT – IV</u>					
7.	a)	Explain different types of hypothesis formulation in research.	L2	CO4	6 M
	b)	Compare parametric and non-parametric tests, providing examples of when to use each.	L3	CO4	6 M
OR					
8.	a)	Examine the role of bivariate analysis (Chi-square test) in identifying relationships between variables.	L3	CO4	6 M
	b)	How does multivariate analysis (ANOVA) help in complex decision-making scenarios? Discuss.	L3	CO4	6 M
<u>UNIT – V</u>					
9.	a)	Explain the importance of report writing in research.	L2	CO5	6 M
	b)	Develop a research report structure for a study on employee job satisfaction.	L3	CO5	6 M
OR					
10.	a)	What are the different types of research reports? Provide examples.	L2	CO5	6 M

	b)	Analyze the role of AI tools in research, focusing on their strengths and limitations.	L4	CO5	6 M
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PART – B

11.	CASE STUDY	L5	CO4	10 M																				
A retailer wants to analyze whether product preference (Electronics, Clothing, Home Appliances) is dependent on gender. The following survey data is collected:																								
<table><tr><td>Product Type</td><td>Male</td><td>Female</td><td>Total</td></tr><tr><td>Electronics</td><td>60</td><td>40</td><td>100</td></tr><tr><td>Clothing</td><td>50</td><td>70</td><td>120</td></tr><tr><td>Home Appliances</td><td>40</td><td>40</td><td>80</td></tr><tr><td>Total</td><td>150</td><td>150</td><td>300</td></tr></table>					Product Type	Male	Female	Total	Electronics	60	40	100	Clothing	50	70	120	Home Appliances	40	40	80	Total	150	150	300
Product Type	Male	Female	Total																					
Electronics	60	40	100																					
Clothing	50	70	120																					
Home Appliances	40	40	80																					
Total	150	150	300																					
Perform a Chi-square test for independence to check if product preference depends on gender. (Use $\alpha = 0.05$)																								