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St. Clare College

Autonomous, Bengaluru

ROLL NO:
DATE:



PG END SEMESTER EXAMINATION-OCT/NOV 2025
MBA SECOND SEMESTER
MBA 2224 : MANAGEMENT RESEARCH METHODS

TIME: 3 hours.

MAX. MARKS: 70

This paper contains two printed pages and four parts

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer SEVEN questions out of NINE. Each answer carries TWO marks.

[2x7 = 14]

1. List any two types of research used in business.
2. What is the difference between deductive and inductive logic?
3. Define hypothesis.
4. Mention two sources of research problems.
5. What is sampling error?
6. State any two advantages of using a questionnaire.
7. What is meant by tabulation of data?
8. What is citation in research?
9. Mention any two types of analytics.

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks.

[4x5=20]

10. Explain the need and scope of business research.
11. Discuss the different types of research GAPS.
12. Explain the different types of measurement scales used in research with examples.
13. ABC Hospital is planning to install more powerful backup equipment for electricity failures. Calling data were collected on the number of power failures experienced by the hospital:

Days	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Number of Calls	5	9	6	7	7	5	11

Test the claim, the number of power failures in a day at ABC is independent of the days of the week. Table Value is 16.8.

14. Write short notes on: Data Cleaning, Normality and Skewness.
15. Explain different types of analytics with examples from business.

PART-C

Answer any TWO questions out of FOUR. Each answer carries TEN marks.

[10X2=20]

16. A researcher is studying the impact of social media advertising on purchase intention among millennials.

- Identify the independent and dependent variables in this study.
- Propose the most appropriate data collection method.
- Recommend at least two attitude measurement scales suitable for this research.
- Explain how sampling error might affect the results and how it can be minimized.

17. Analyse the different scaling techniques available to a researcher. What is the prime difference between comparative and noncomparative scales?

18. If someone highlights an area of investigation, what steps does a researcher go through while conducting a research?

19. What are the different types of research reports that we encounter?

PART-D

Answer the following.

[16X1=16]

20. A retail chain wants to study customer satisfaction with their online vs. offline stores. They want insights into product variety, pricing, convenience, and service quality.

As a student researcher, you are asked to prepare a **survey-based study**. Develop:

- a) A **questionnaire with minimum 8 questions** excluding demographic questions. [8]
- b) Mention what other methods are available to collect data. [6]
- c) How you would ensure validity of the collected data. [2]
