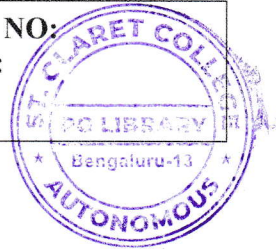


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St. Clare College

Autonomous, Bengaluru

ROLL NO:
DATE:



PG END SEMESTER EXAMINATION-SEPT 2026
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. Define business research.
2. Mention any two criteria of good research.
3. What is a research gap?
4. State two characteristics of a good hypothesis.
5. Differentiate between primary data and secondary data.
6. What is a Likert Scale? Give one example.
7. What do you mean by data coding?
8. Mention any two precautions to be taken while writing a research report.
9. What is meant by data quality in business analytics?

PART-B

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

[4x5=20]

10. Explain the significance of ethics in business research with examples.
11. Differentiate between parametric and non-parametric tests.
12. Differentiate between probability and non-probability sampling methods with suitable examples.
13. What are the different types of hypothesis and mention any three characteristics of good hypothesis.
14. Explain different types of analytics with examples from business.
15. A certain drug is claimed to be effective in curing cold. In an experiment on 500 persons with cold, half of them were given the drug and half of them were given the sugar pills. The patient's reaction to the treatment recorded in the following table:

	Helped	Harmed	No Effect	Total
Drug	150	30	70	250
Sugar Pills	130	40	80	250
Total	280	70	150	500

On the basis of the data can it be concluded that there is a significant difference in the effect of the drug and sugar pills? Table value is recorded as 5.99

PART-C

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

[10X2=20]

16. Examine the role of sampling techniques in research. What are the types of probability sampling?

17. "Research is all about investigations of relationship between variables". Justify the statement while mentioning the kind of variables we encounter in research.

18. A researcher wants to study the relationship between job satisfaction and employee performance. He decides to collect data using a structured questionnaire with multiple scales.

Design a research framework for this study by:

- Identifying the type of data to be collected (primary/secondary).
- Recommending a suitable sampling method with justification.
- Suggesting two appropriate measurement/scaling techniques.
- Explaining how you would ensure reliability and validity of the data collected.

19. What are the contents of a traditional research report? Mention any four characteristics of good research report.

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]
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